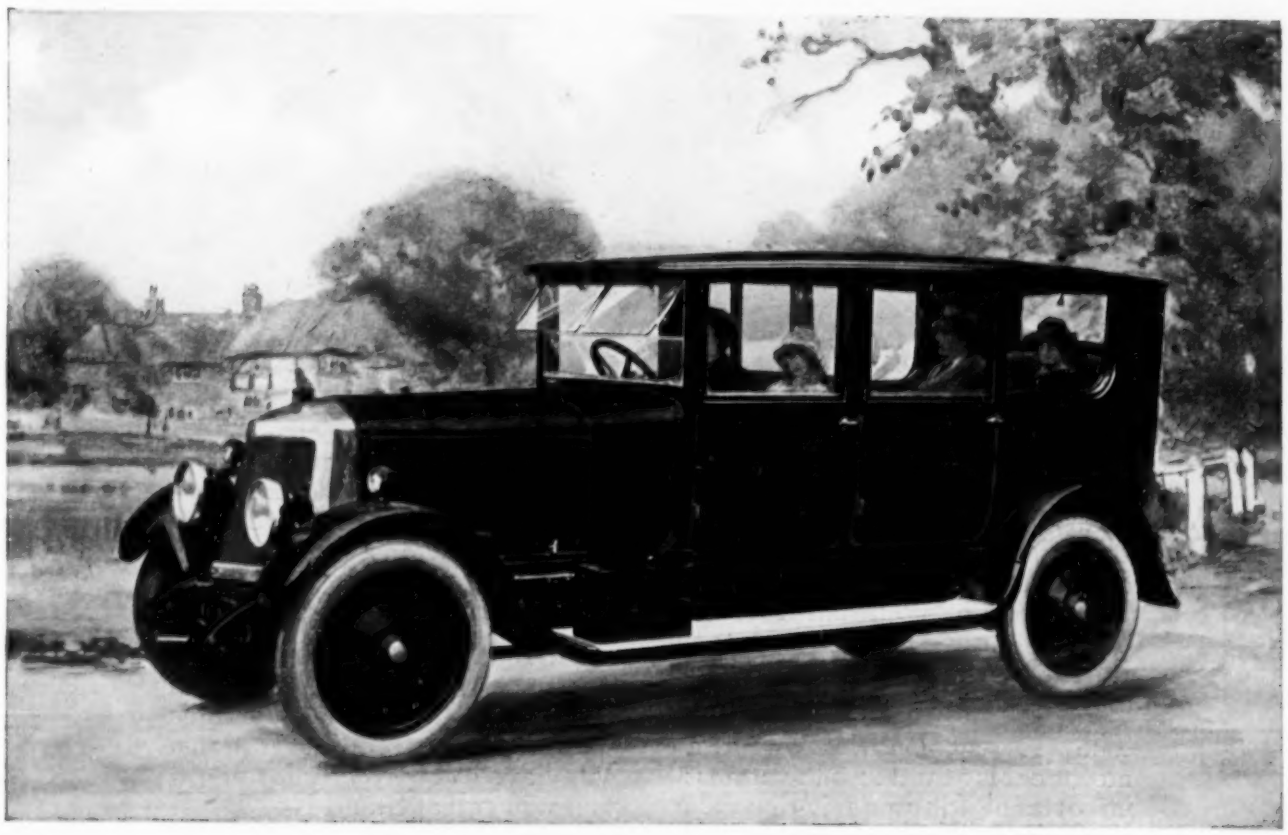
THE 17TH INTERNATIONAL MOTOR EXHIBITION

1923

Olympia, Nov. 2-10, 1923.

ARMSTRONG SIDDELEY



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	2 Seater with Dickey	360
	Standard Open Touring Car	360
	do do (with special equipment)	385
	Saloon	480
	Saloon Landaulette	505
SIX Cylinder 18 h.p.	Chassis, fully equipped	480
	5 Seater Open Touring Car, completely equipped (including rear screen, luggage grid, etc.)	670
	Saloon	765
	Landaulette	820
	Enclosed Limousine or Landaulette	860
SIX Cylinder 30 h.p.	Chassis, fully equipped	700
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	Landaulette or Limousine	1125
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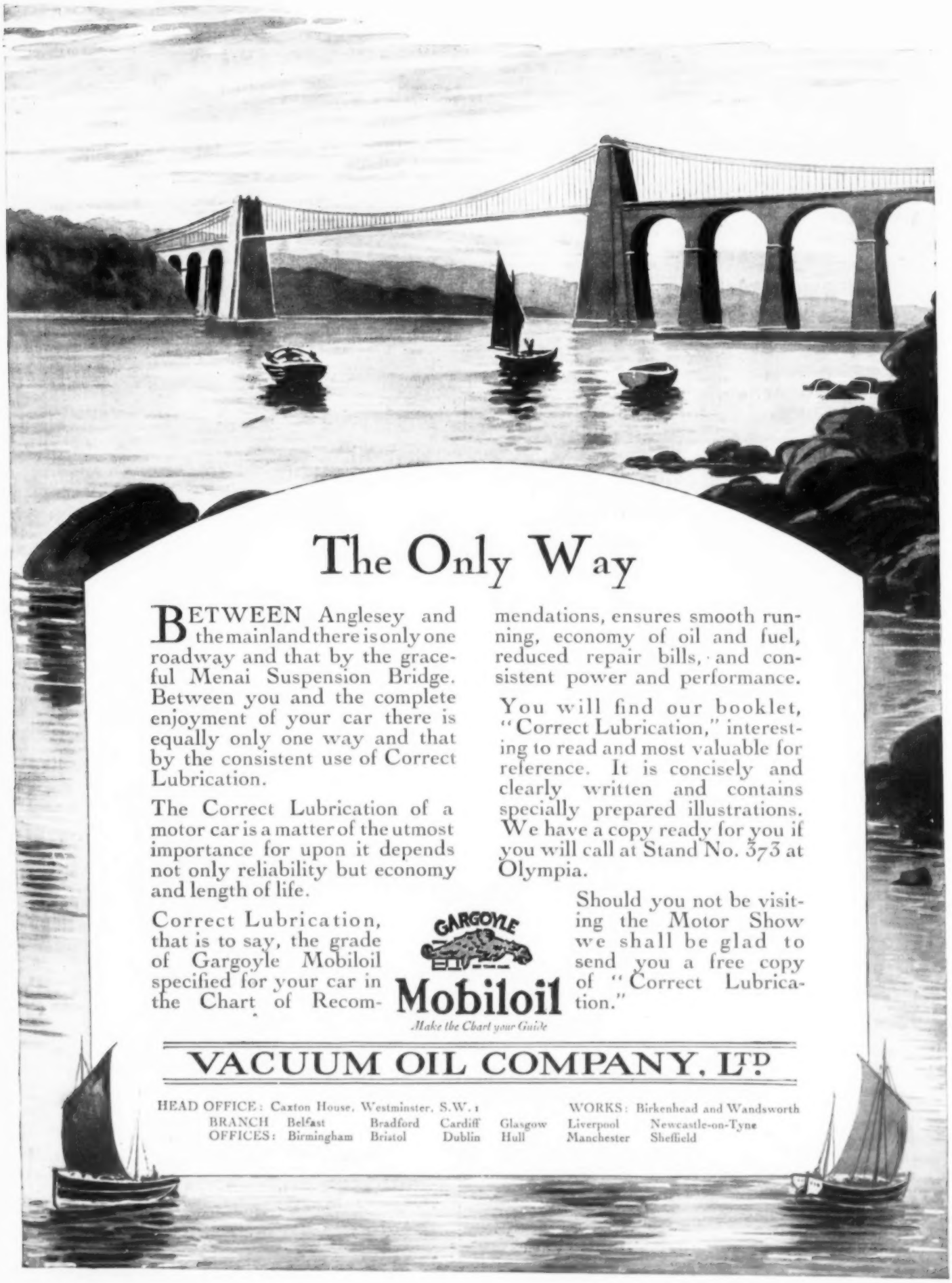

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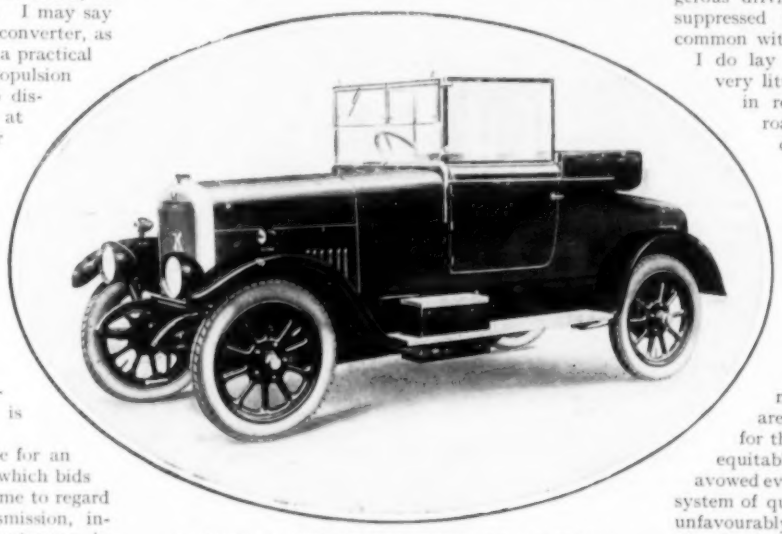
LOOKING back over the twelve months which have elapsed since the last Motor Show, I cannot find anything in the history of the year to negative the conclusions I set forth in my remarks on the Show of 1923. I said then that I could discern so much of progress and development in the design of the motor-car that I could not avoid the conclusion that, much as we have progressed in recent years, the motor-car is still in a relative state of infancy. This may seem a very bold deduction to draw, but I think it is rather borne out by one thing alone, if not by many. Let us take the development foreshadowed in the Constantinesco method of power-transmission, of which we have heard a great deal lately. I may say at once that I do not believe this torque converter, as it is described at the present moment, is a practical proposition in so far as concerns the propulsion of the motor-car. I need not trouble to discuss the technical reasons for arriving at this very negative conclusion, because, for one thing, they would occupy far more space than can be spared in an introductory article such as this. But, even though I have ventured such an opinion, I am certainly not going to the length of saying that it is impossible that this invention can be so developed as to become practicable for the purpose indicated. On the contrary, I believe the principle is sound, and that it is only a question of time for its application to become the practicable proposition that it most certainly is not at present.

The mere fact that it has been possible for an inventor to evolve a type of transmission which bids fair in time to supersede what we have come to regard as conventional methods of power-transmission, indicates as clearly as possible that the motor-car, in spite of the enormous progress which has been made in its development, remains still a very imperfect vehicle. And it is not only in actual methods of transmitting the power developed that I see much room for further progress. Let us regard the enormous advance that has been made in securing high-power outputs from small motors. During the year we have seen cars of 10.4-h.p. nominal rating attaining lap-speeds of 105 miles an hour on Brooklands track, which means that their maximum speed cannot have been anything short of 110 miles an hour. The cars to which I refer are, of course, the two super-charged Fiat racers which ran in the 200-miles race. I do not know precisely what the horse-power developed by those engines may have been, but at a conservative calculation it could not have been anything under 80-h.p., and quite possibly more. The resultant of the experience gained in building and racing cars like these must be a corresponding effect on the touring car of to-morrow. Let us, again, take the case of the little Austin "Seven," which in the same race averaged for 200 miles a speed of about 73 miles an hour. I believe the engine of this car differed very little from standard production. At any rate, what differences there were could with ease be embodied in the standard touring production, and at very slight, if any, extra cost in manufacture. Now, all this points to progress, and progress of a very real kind. More than ever does it point that way when we remember that these extraordinary increases in power and speed have been the result of experience gained during the past two, or at most three, years.

Two years ago we speculated as to whether or not the limit of power output had been reached in the case of these small motors. Last year we were again left speculating as to how the advance had been achieved, and were definitely certain that that limit had at last been reached. This year we are again left speculating, and so it goes on. Of course, there must be a limit somewhere, and, in spite of an inherent dislike to adopting the rôle of prophet, I will venture the opinion that there is still more—though I do not believe it is much—to be attained by way of power-output from small dimensions.



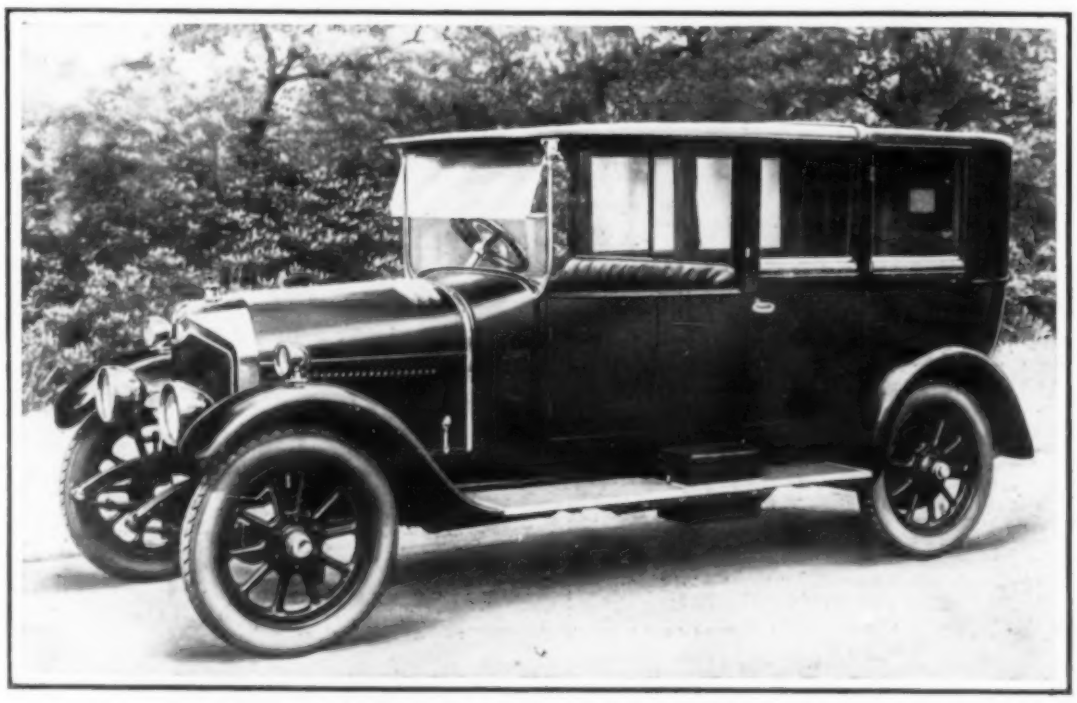
A HILLMAN TWO-SEATER WITH ALL-WEATHER EQUIPMENT.

There are other directions also in which improvement is possible, and I believe that year by year we shall see a gradual development in the touring car which within a decade will show a sum-total of advance which will cause us to wonder why we ever came to think of the motor-car of 1923 as an almost relatively perfect expression of the automobile engineer's art.

Looking back upon another side of the year's motoring history, there has undoubtedly been a very large increase in the numbers of cars in use on our roads. There has been a great influx of new motorists, and there is every reason to believe that this is symptomatic of a steady growth of the movement. The motor-car has become so much an every-day, every occasion vehicle that people are finding out that it cannot be dispensed with either in business or in social life. It is strange, therefore, that a movement that is becoming so universal should still be a species of public Cinderella. Even to-day the motorist and the motor-car seem fair game for everybody to shoot at. On the one hand, we have prohibitive taxation and repressive legislation, and, on the other, the animus of a certain section of the newspaper Press, to contend with. As to the latter, we had a very fair example in the silly season campaign which was waged against dangerous driving. Agreed that dangerous driving and the reckless motorist should be suppressed with a ruthless hand, I maintain, in common with every other experienced motorist—and I do lay claim to being this—that there is really very little dangerous driving, more particularly in relation to the numbers of cars on the road. After all, the true measure of danger is accident, and particularly the causes of accident. If these could be dissected it would, I am confident, be found that, in relation to actual mileage run, the proportion of accidents is quite small; while those in which reckless driving is a direct or even a contributory cause would be found a very small minority of cases. Still, this is rather by the way at the present juncture.

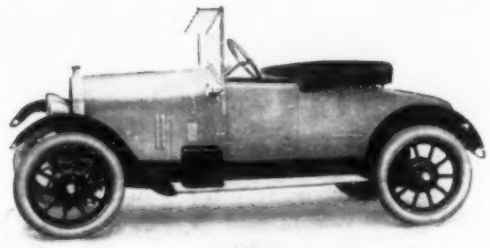
As to legislation and its effect on motoring and the motor industry, there are no present indications of any changes for the better. We still have with us the inequitable horse-power tax, which has been disavowed even by its sponsors. We still have the stupid system of quarterly licenses which have reacted most unfavourably on trade. Nor is there any apparent hope of redress during the year that is to come. Twelve months ago it was said that during the current year a Bill would be introduced by the Government for co-ordinating existing legislation relating to the use of the mechanically propelled vehicle. This Bill is not even in sight, nor does there seem any present probability of its seeing the light of day within any definite period of time. Quite possibly this is just as well. Then hopes were expressed that some relief might be afforded in the matter of taxation when the Finance Act was discussed. This hope did not materialise, but instead we were given further sittings of the Departmental Committee on Taxation, the proceedings of which degenerated into a farce. The Committee's report has not as yet been published, but I think it would be idle to hope for any redress as a result of the investigations, so called. Therefore, the position remains entirely as it was, and motoring and the motor industry still looks like having to labour under a set of adverse legislative conditions which have no parallel in any other country.

Now a word on possible developments as they emerge from the Show. Undoubtedly one of the principal features of 1924 design is the tendency to adopt four-wheel braking. I think I have made my opinion on this subject fairly clear in previous articles in the pages of *The Illustrated London News*. I certainly believe that the system will in time become a permanent feature of, at any rate, the better class car. But I am not satisfied that it has yet been developed to the point at which it may be accepted by the public without question. I do know that many manufacturers who have been experimenting with four-wheel braking have come up against many

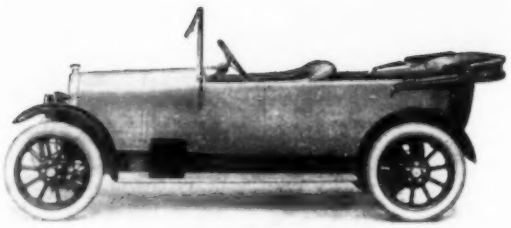


A 19.6-H.P. CROSSLEY SIX-SEATER LANDAULETTE.

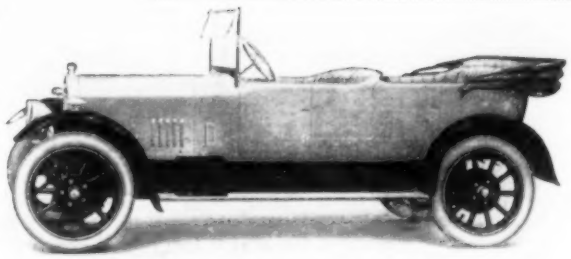
WOLSELEY CARS



"TEN" TWO-SEATER DE LUXE.



"TEN" FOUR-SEATER.



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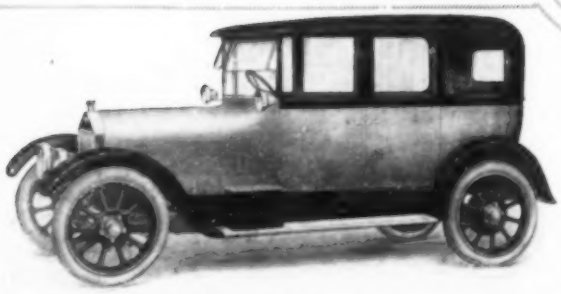
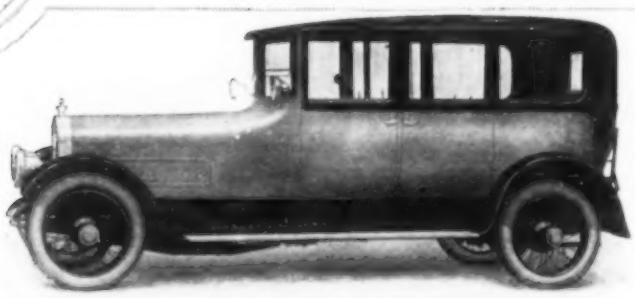


"FIFTEEN" SALOON.



"TWENTY" SALOON-LIMOUSINE.

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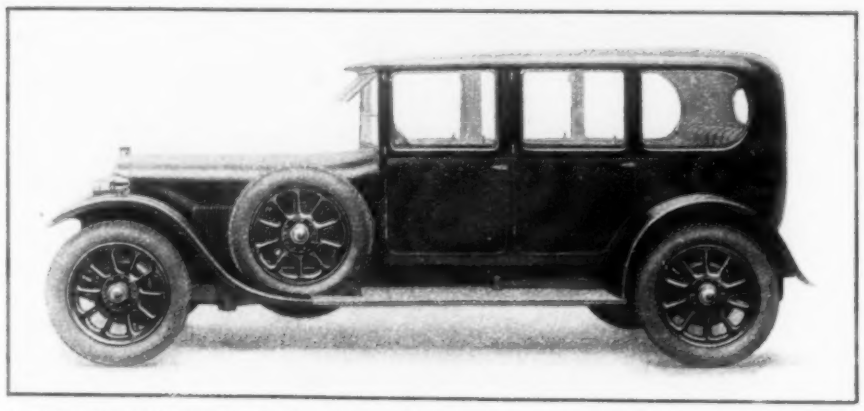
unexpected difficulties, and until I am assured that all these have been overcome, I prefer to regard the adoption of the system with at least an open mind.

Last year I commented on the tendency to increase the size and power of what has hitherto been known as the light car. I find this tendency not only still exists, but is becoming more marked as time progresses. Such firms as Morris, Bean, Standard, to mention only two or three outstanding examples, are all making chassis of about 14-h.p. rating additionally to their popular 11.9 models. The coming vogue of the "Fourteen" is exemplified by other firms who hitherto have specialised only in much larger and more powerful cars. The Armstrong-Siddeley firm is a case in point. They have introduced during the year a four-cylinder 14-h.p. car as a complement to their two six-cylinder models. There has again been much progress made in the smaller cars of about 8-h.p. Treasury rating. It is somewhat significant that practically all the new introductions to this class are of the four-cylinder water-cooled type. Air-cooling, while it held its own, does not appear to have found any wide extension of favour among British manufacturers, while among the Continentals it seems to have been almost entirely ignored. Yet there can be no question about the efficiency or reliability of the air-cooled car as we know it. I need not enter into any discussion of the *pros* and *cons*. It is sufficient to record the facts as I observed them.

Another direction in which virtually no progress has to be recorded is that of the development of the small six-cylinder engine. I still think it will come, but, as I find I pointed out a year ago, there seem to be inherent difficulties in the designing of motors of this kind which are not easy to overcome. I know that several firms have experimented quite largely with the type, but so far they have not been able to evolve a small six-cylinder engine with which they are satisfied enough to appeal to the public. Of course, apart from any question of design, there is always the price element to be taken into account, and the small "Six" is undoubtedly an expensive motor to manufacture. It may thus be that the manufacturing side of the industry is not completely satisfied as to the strength of the demand existing for the type, and is consequently holding its hand in the meantime.

There is not a great deal to record in other directions. Design generally has become conventionalised—which is quite another thing from standardised—and I do not think we ought really to look for much in the way of change until some new invention like the Constantinesco gear, to which I have already referred, is perfected, to create a revolution. Until that comes, we shall still have to content ourselves with discussing such apparently well-worn subjects as three speeds *versus* four. In this connection I find the tendency is all towards adding the fourth speed, which I consider a distinct advance. Indeed, when we are discussing the modern high-speed, high-efficiency engine, which depends for everything on revolutions, what seems to emerge is that we want as many speeds in the gear-box as is practically possible. Four seems to be the practical limit, and at that it must be left.

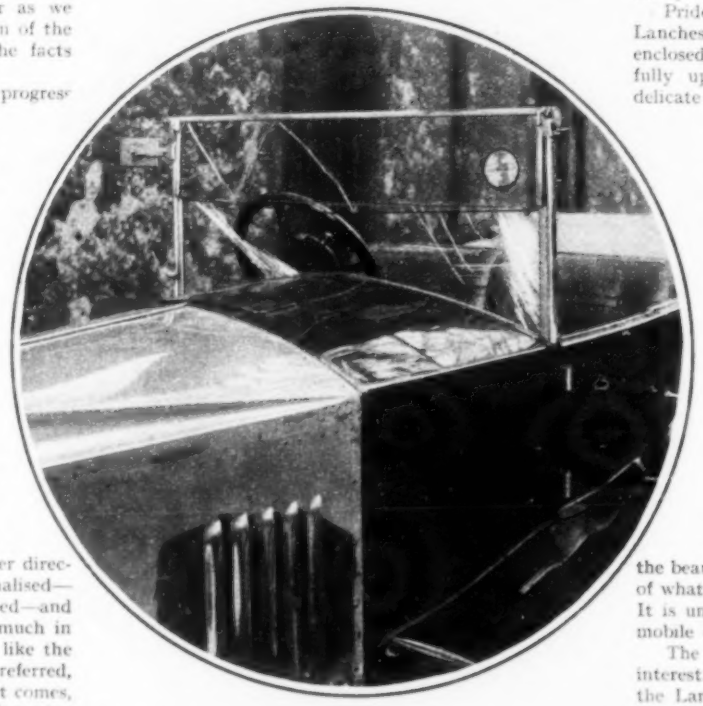
In the case of ignition we seem to stand exactly where we did a year ago. The magneto still holds its own, and I cannot see that coil and battery have made any measurable progress towards supplanting it. Indeed, I am not so certain that the tendency is not all the other way.



A NEW SUNBEAM MODEL: A 20-60-H.P. SIX-CYLINDER SALOON, WITH FOUR-WHEEL BRAKES.

Just a word now on the question of coachwork. I am firmly convinced that what we now know as the open touring car is becoming a back number. That, I think, is sufficiently evidenced by the great attention that is being paid to all-weather equipment for the purpose of converting a vehicle which starts as an open car into a closed one. Really, when one looks at it, there seems to be little logic in building an initially unsatisfactory type and then adding to it in the endeavour to make it something which it is not. The type of the future I believe to be the saloon, or something very like it. Even the "all-weather" is a compromise, and how seldom do we see a car of this type with the hood down? To my mind, the greatest real advance that has been made of recent years is the Weymann type of saloon body. It is light beyond the dreams of the conventional coach-builder. It costs no more than half that of the ordinary saloon, and it is absolutely proof against rattle and noise. To my way of thinking, it is really humorous to reflect that for years coach-builders have been spending time, money, and ingenuity in attempting to eliminate objectionable rattle, while it has now been left to a clever and unconventional designer to evolve a body like the Weymann.

However, all these matters will probably be discovered for himself by the visitor to the Show, and we will now proceed to consider some of the leading exhibits which are to be seen at Olympia.



THE PROTECTIVE VALUE OF TRIPLEX GLASS: A WIND-SCREEN CRACKED BUT NOT SPLINTERED BY PHEASANTS FLYING INTO IT.

Three pheasants flew into the wind-screen while the car was going at 30 miles an hour, and two of them were killed. If Triplex glass had not been used, the screen would have been shattered, with great danger to the occupants from glass splinters and risk of disaster through the driver being incapacitated.

SOME OF THE EXHIBITS.

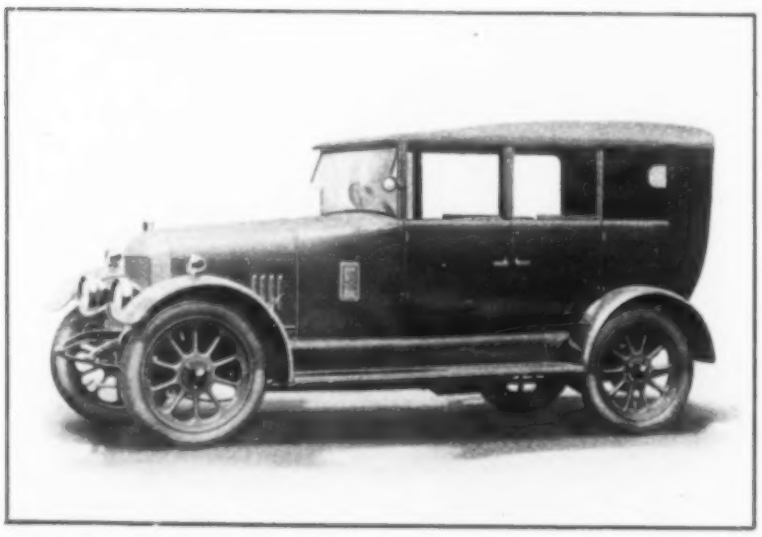
Lanchester Motor Co., Ltd. (Stand No. 106).

Very close to the New Hall is the stand of the Lanchester Motor Co., Ltd. Lanchester exhibits are always of the highest class, and this year is in every way no exception.

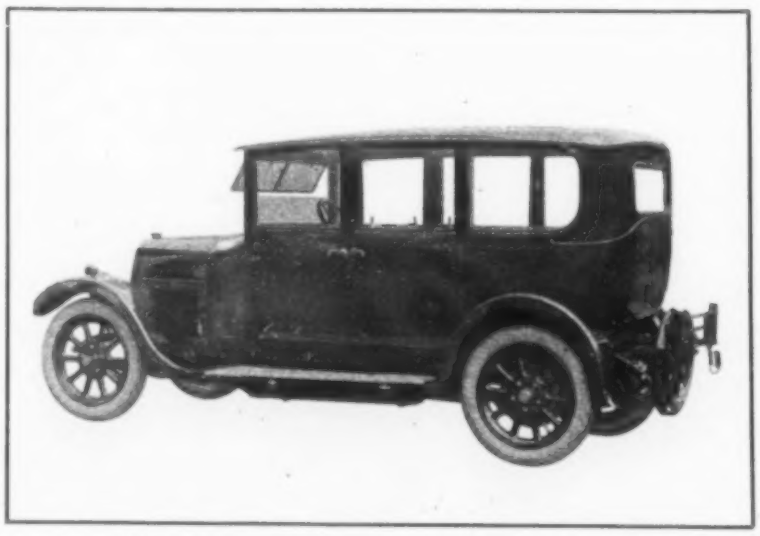
Pride of place is given to a 40-h.p. six-cylinder Lanchester chassis on which is mounted a superb enclosed drive limousine. The interior is very tastefully upholstered in genuine morocco leather of a delicate lavender-grey shade. Seating accommodation is for seven—five inside and two on the front seat; two ingenious folding occasional seats are fitted. A useful locker of neat design is situated between the two folding seats, and on the near side there is a small folding table of linkwork construction, similar to that of the seats. Two corner electric lights supply the light for the interior, and arm-rests, silk curtains, and a sheepskin mat are some of the refinements which go to make a luxurious car. The general lines of the body are most artistic and pleasing, and the finish is all that could be desired.

Another exhibit, and one that is of vast interest, particularly to technically inclined visitors, is the 40-h.p. six-cylinder Lanchester chassis. The simplicity of design and exceedingly fine workmanship is at once apparent. The epicyclic change-speed gear never fails to arouse great admiration, and the beautiful finish of every part in no way falls short of what one would expect in a Lanchester production. It is undoubtedly one of the finest examples of automobile engineering to be seen in Olympia.

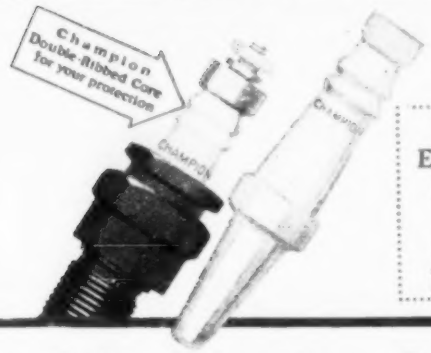
The third exhibit is one of very considerable interest. It has been well known for some time that the Lanchester Motor Co. were engaged on the production of an entirely new and smaller-powered model, and visitors to Olympia will have an opportunity of inspecting one of these—the 21-h.p. six-cylinder car. A four-seat touring car is exhibited, painted ivory white and upholstered in rich red leather. The front seats are of the bucket type, and are adjustable. The rear seat is of ample width to accommodate two comfortably, the back squab being on a hinged frame, behind which is a locker for storing the side curtains. The engine rating is 21 h.p., with six cylinders, overhead valves, and cam-shaft. There is a four-speed gear-box and brakes on all four wheels, the Lanchester patent front-wheel brakes being of



THE NEW BEATONSON OPEN TOURING ALL-WEATHER BODY, WITH HOOD UP AND WINDOWS DOWN: BUILT ON A MORRIS-COWLEY CHASSIS.



A 15-20-H.P. FIAT, FITTED WITH A FIVE-SEATER SALOON BY HALL.



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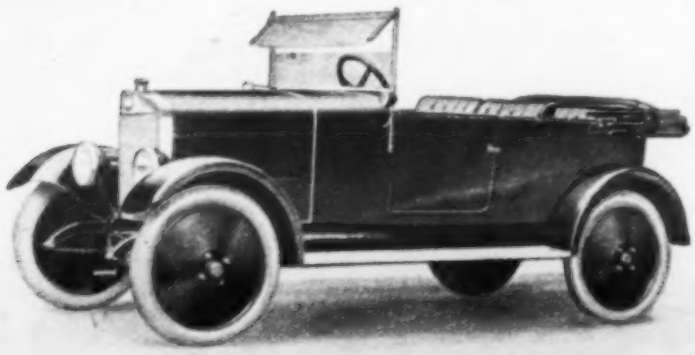

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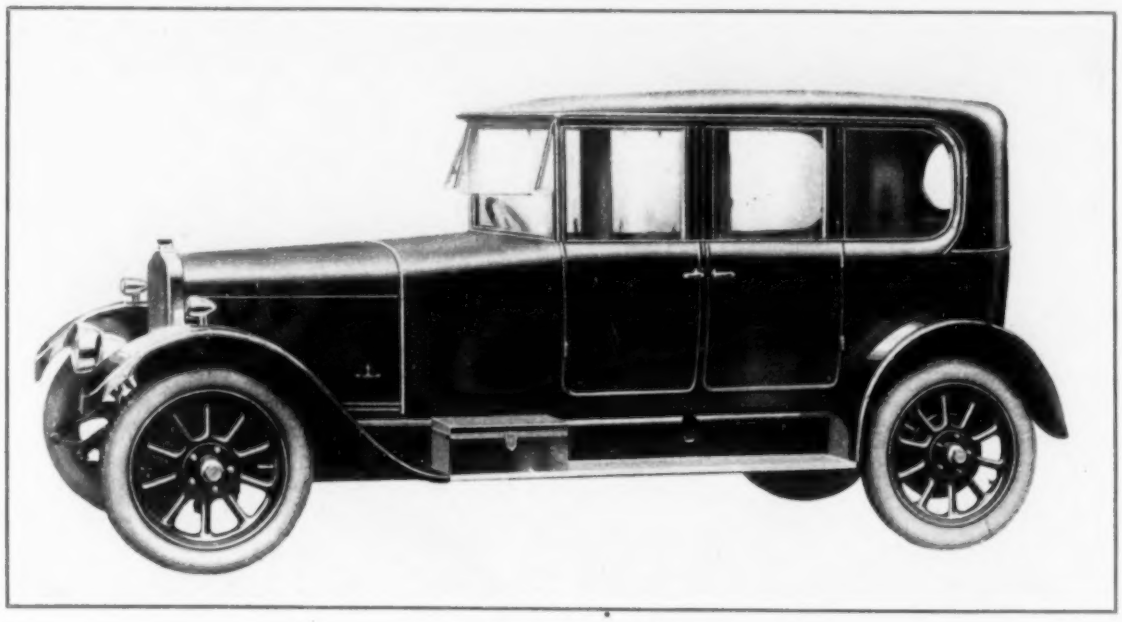
MINERVA



A 12-30-H.P. TALBOT SALOON.

novel design. This new car is designed in complete uniformity with the "Forty," and there is ample evidence of the same high quality of material and standard of workmanship being maintained; from front to rear it is a typical Lanchester production, and one that will undoubtedly add greatly to the already enviable Lanchester reputation.

Napier (Stand No. 192). So satisfactory has the Six-cylinder Napier—the one type of Napier motor carriage now manufactured—proved in the hands of its many users, that for the 1923-24 season the whole energy of the car-producing works will be concentrated upon this vehicle, which, apart from innovations in minor detail, will remain the same as in the 1922-23 Napier. Designed on the unique experience gained in the construction of the famous Napier aero engines, which are built in the same factory, the six-cylinder Napier, by reason of its many new features, has proved that it gives a better road performance than almost any other car in the world—no matter what its power, cost, or reputation.

The chassis is manufactured in two different lengths, the 12-ft. wheel-base, allowing 10 ft. 5 in. for coachwork, and the 11 ft. 5 in. wheel-base, giving a body space of 9 ft. 10 in. The engine of the six-cylinder Napier is a wonderful example of the art of engineering. The cylinders and crank-cases are of aluminium monobloc construction, and the method of operation of the overhead valves makes the engine particularly smooth-running, silent, and efficient. Faultless design and workmanship, resulting in a perfectly balanced crankshaft, give an absolutely vibrationless engine at all speeds.

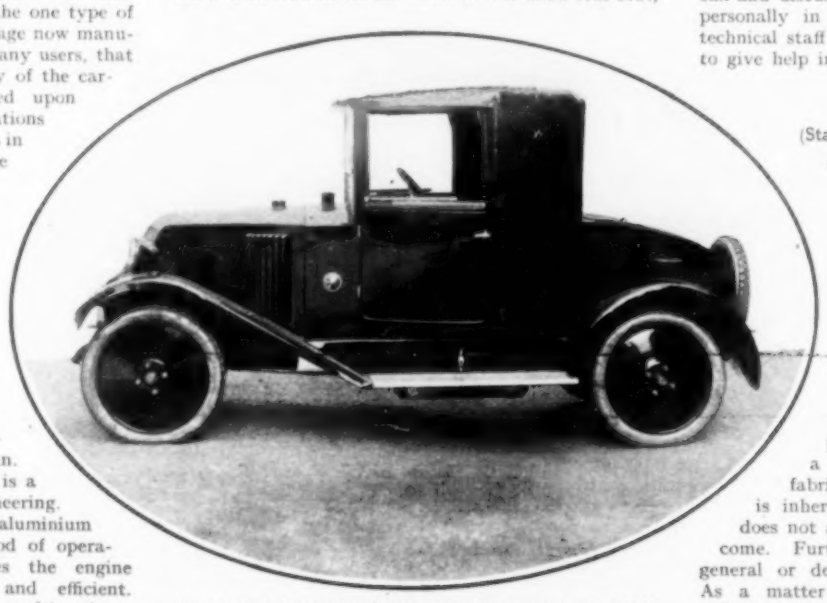
Comfort is a point which has received particular consideration, the anti-rolling device being another of the very valuable and exclusive features of the Napier. It is a very simple but efficient device, which, in conjunction with the cantilever springing to the rear wheels, effectively counteracts the tendency of a car to swing or sway when rounding bends or sharp turns. The brakes are particularly powerful and smooth in operation, enabling one to pull up the car quickly and silently on either with the minimum of effort. The Napier exhibit consists of three cars—the coachwork in each case being by the Cunard Motor and Carriage Co., Ltd. All three are shown on the 12-ft. wheel-base chassis. The coachwork, although luxurious and in keeping with the chassis to which it is fitted, is not on extravagant lines, as these bodies are built for utility rather than show purposes. Although simply designed, special attention has been paid to comfort in their construction.

The exhibit consists of an open touring car, enclosed limousine, and three-quarter landaulette, so that visitors to the Napier stand will have an opportunity of seeing three entirely different types of carriages, one of which would meet their requirements. The enclosed limousine has a seating accommodation for six, the body-space allowed on this "Twelve" Napier chassis enabling a particularly roomy body to be supplied, so that each passenger has ample room. The body is designed to seat two on the main rear seat, two on large additional face-forward seats which are fitted with arms, and two on the front seat.

The idea behind the construction of this body is to give complete protection in all weathers, excellent view, and absolute comfort, whether for town or touring purposes. As with all types of Napier cars, dome-shaped wings of special design are fitted, preventing rattling, and giving the best finish and appearance.

The second exhibit is a three-quarter landaulette, built to accommodate six—two on the main rear seat, two on extra large folding seats with arm-rests, and two on the front seat. This body is particularly roomy, the space of 10 ft. 5 in. allowed for the body giving ample leg-room for the passengers on the main seat, even when the extra seats are in position. This, as a matter of fact, is quite a feature with Napier cars, as the body-space available is longer than with most cars of a much greater wheel-base. The third car on view is fitted with an open touring body in which six can be seated very comfortably, the main seat being exceptionally wide; whilst the extra seats, fitted with arms, are as wide and comfortable as the main seat in the average car. This car has a sloping front wind-screen with side screen, which greatly adds to the comfort of the occupants. Both halves of the screen are arranged to hinge, and the top half is divided vertically, adding to the convenience of the driver.

A feature in all these cars is the way in which the ventilators have been arranged, these being fitted in the bottom of the dashboard, so that they do not detract from the graceful lines of the car, yet at the same time are efficient in operation.



AN 8.3 RENAULT COUPÉ, WITH SPECIAL ENGLISH BODY.

Lodge Plugs, Ltd. (Stand No. 439). Included in the very complete range of Lodge plugs which are on view at this stand will be some interesting plugs for special purposes. The well-known Lodge priming plug, so useful to facilitate starting in cold weather, has been improved in several details, and for engines which are hard to start from cold this plug is a great boon. Another interesting plug is a new miniature one of very small dimensions for use on engines, and in positions where it is impossible or difficult to use an ordinary-size plug. This plug is known as Model CE. An interesting feature of the exhibit is a very complete range of special racing types of Lodge plugs, which have been used with such success in the past season by prominent racing men at Brooklands and at provincial events. Apart from the actual exhibits, motorists are specially invited to call and discuss any difficulties they have experienced personally in connection with ignition, and the technical staff of the firm are in attendance especially to give help in this direction.

Swift (Stand No. 111). There is not much to record in the way of mechanical change in this year's Swift models. A detail improvement noticed in the 10-h.p. chassis is that the rear fabric joint of the propeller-shaft has been eliminated and an enclosed joint substituted, thus providing for sliding movements. This I consider to be a noteworthy improvement. I quite realise the advantage of cheapness and silence resulting from the use of fabric joints, but I have a dislike to their employment for final transmission purposes. The difficulty of keeping a propeller-shaft in alignment when fabric joints are employed at either end is inherent, and except in one or two cases it does not appear to have been satisfactorily overcome. Further than this improvement I see no general or detailed change in either of the Swifts. As a matter of fact, both the "Ten" and the "Twelve" are cars of which I have the highest opinion, and I cannot see that any change is desirable or necessary. They are both good, honest, sturdy chassis which the most fastidious need not fear to own. The exhibit consists of five cars—three of 10-h.p. and two of 12-h.p. These are a two-seater, a "Chummy" model, and a three-quarter coupé. The 12-h.p. is shown as a two-three-seater and as a four-seater touring car.

A CONNAUGHT "CROWBOROUGH" SALOON-LANDAULETTE, WITH PARTITION, MOUNTED ON A 30-H.P. DAIMLER CHASSIS.

This car is shown by the Connaught Motor and Carriage Co., Ltd., on Stand No. 173 at Olympia.

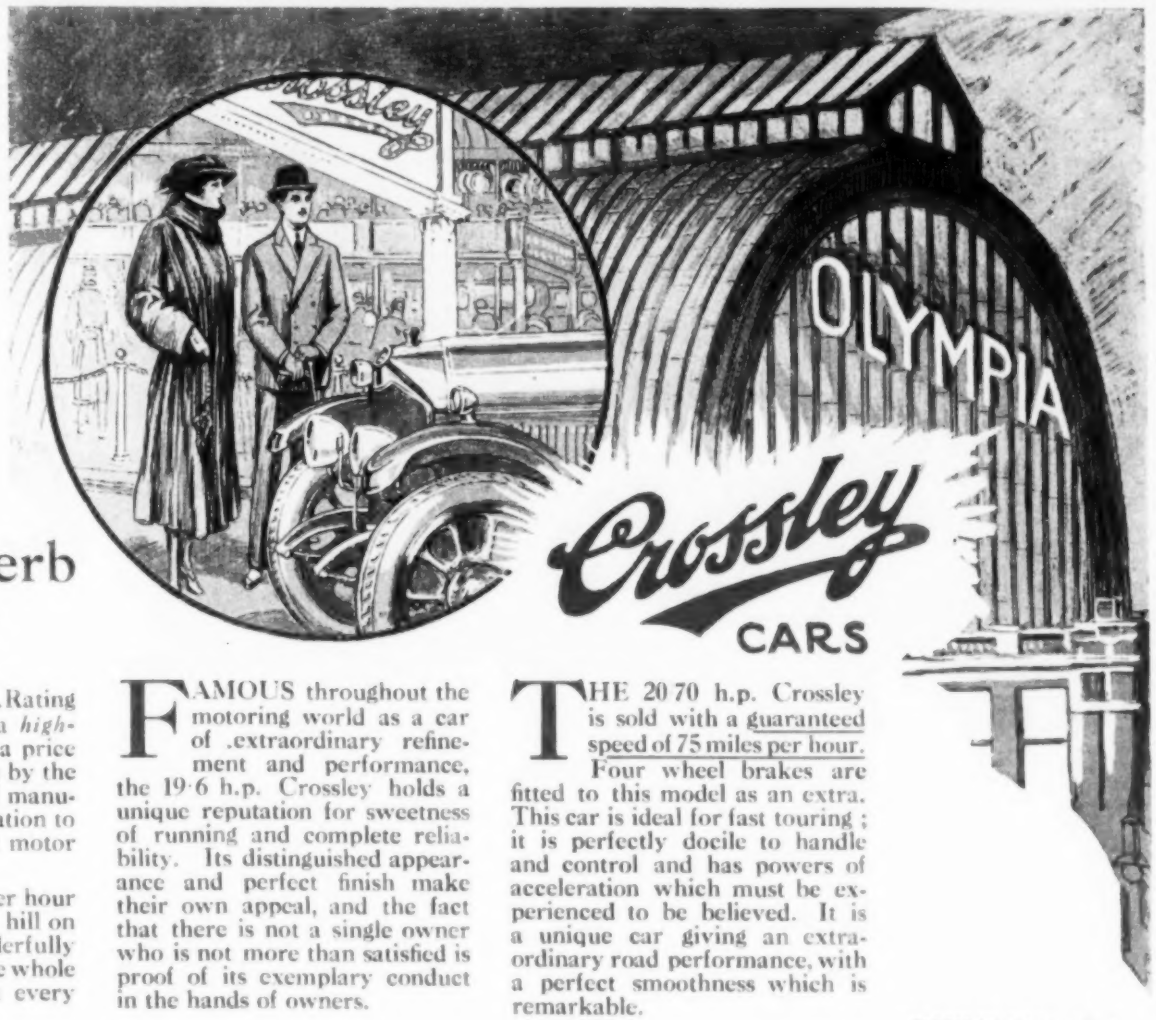
Crossley

THE CAR WHICH BROKE ALL R.A.C. CERTIFIED TRIAL CAR MILEAGE RECORDS.

25,000 MILES UNDER R.A.C. OBSERVATION.

Stand No.

112



Three Superb Models

THE 14 h.p. (R.A.C. Rating 15·6) Crossley is a *high-grade* car sold at a price only made possible by the most modern methods of manufacture and the determination to offer the public the best motor car value in the world.

Easily exceeds 50 miles per hour and climbs any ordinary hill on top. The engine is wonderfully flexible and responsive, the whole car perfectly finished in every detail.

FAMOUS throughout the motoring world as a car of extraordinary refinement and performance, the 19·6 h.p. Crossley holds a unique reputation for sweetness of running and complete reliability. Its distinguished appearance and perfect finish make their own appeal, and the fact that there is not a single owner who is not more than satisfied is proof of its exemplary conduct in the hands of owners.

THE 20/70 h.p. Crossley is sold with a guaranteed speed of 75 miles per hour. Four wheel brakes are fitted to this model as an extra. This car is ideal for fast touring; it is perfectly docile to handle and control and has powers of acceleration which must be experienced to be believed. It is a unique car giving an extraordinary road performance, with a perfect smoothness which is remarkable.

CROSSLEY MOTORS LTD. MANCHESTER. LONDON OFFICE AND EXPORT DEPT.: 40-41, CONDUIT ST. W.1.

14 h.p. (R.A.C. Rating 15·6) From £395

19·6 h.p. from £750

20/70 h.p. From £875 Four Wheel Brakes can be fitted at an extra cost of £35.

Humber

Models for 1924 at Olympia

NOV. 2-10.

Quality Cars at Olympia.

IN extending a cordial invitation to you to inspect the Humber Exhibit at Olympia, Humber Limited desire to emphasise the fact that, although the prices of all models have been substantially reduced, nothing in the way of engineering efficiency, motoring comfort or refinement of detail has been sacrificed. On the contrary, the models shown on Stand 148 afford convincing proof that the high standard associated in the past with the name of Humber has been more than maintained, and that the quality of workmanship and motoring equipment displayed are such as one would expect to find only in higher-priced vehicles:

15.9 h.p. 5-Seater Tourer with Auster rear screen	£695
15.9 h.p. Saloon-Landaulette	£915
11.4 h.p Three-Door Saloon	£595
11.4 h.p. 4-Seater Open Tourer with Auster rear screen	£475
8 h.p. Light Car with 2-Seater body fitted with collapsible dickey seat complete with arm-rests	£250

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LONDON:

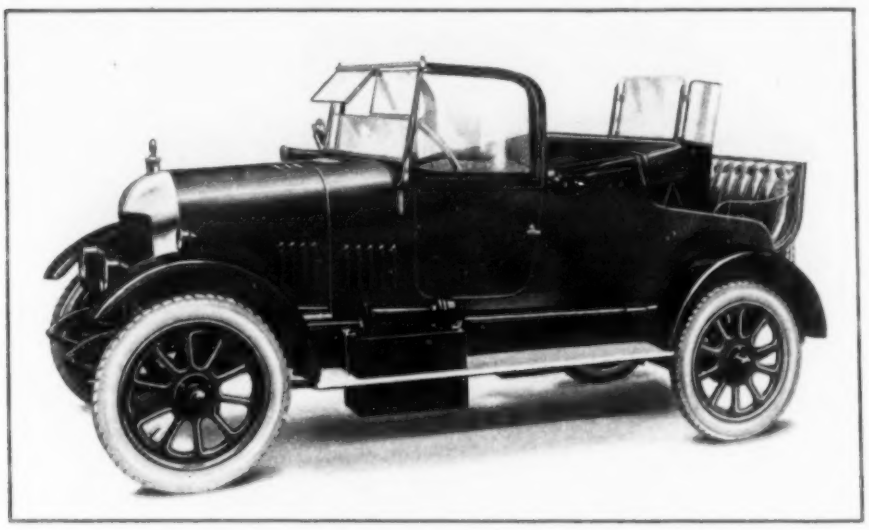
CITY SHOWROOMS—32, Holborn Viaduct, E.C.1.

West End Showrooms and Export Branch Office:

Humber House, 94, New Bond Street, W.1.

STAND 148 OLYMPIA

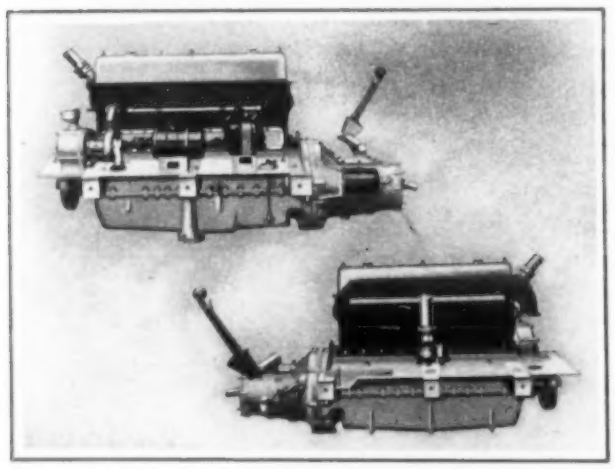
Armstrong-Siddeley (Stand No. 178). No little interest centres on this exhibit, if only because two of the five Armstrong-Siddeley cars to be shown have been built to the order of royalty—one, an 18-h.p. model, for the Duchess of York, and the other, a 30-h.p., for the Crown Prince of Roumania—both with enclosed limousine bodies.



A 13.9-H.P. MORRIS-OXFORD TWO-SEATER.

The constructional features of these six-cylinder Armstrong-Siddeley models have proved so successful under all conditions of use—as witness the results of their R.A.C. trials, extending over 25,000 miles in all—that no alterations worthy of special mention have been found necessary. It is to be noted however, that the 30-h.p. chassis can now be fitted with front-wheel brakes at an extra cost of £35, and that the equipment of the standard all-weather cars has been amplified: luggage grids and rear screens, for instance, are now included in the standard specification.

Besides the 30-h.p. car already mentioned, another example of this type is exhibited, with a Burlington enclosed landaulette body, to carry seven adults—two at the front, three on the main seat, and two on auxiliary seats which can be folded up when not required. This is an extremely attractive vehicle for general use, being equally suitable for work as a luxurious town carriage as for country service, touring, etc. The complete car, according with the standard specification, is £1250, with the option of front brakes at £35 extra.



THE ENGINE OF A NEW 20-H.P. SUNBEAM MODEL.

A second example of the 18-h.p. model is shown with an open touring body finished in purple lake and trimmed with antique leather to match. The roominess of this body is a point to be observed, and also the width of the doors, of which the location of the gear and brake levers allows four to be provided. With its folding hood and transparent side-panels that open with the doors, this car is typical of the high standard of comfort and protection afforded by the Armstrong-Siddeley all-weather body-work.

The fifth car will assuredly and deservedly attract an unusual amount of attention, for it is one of the new four-cylinder 14-h.p. models introduced during the past summer as the "Four-fourteen." It is shown with a four-five-seated open touring body, *de-luxe* type, this designation inferring that it has several features of equipment that are additional to those on the standard car type. Besides spare wheel and tyre, and five lamps, this 14-h.p. car has a speedometer, clock, electric and bulb horns, number plates, four-panel rear screen, 765-mm. by 105-mm. cord tyres, screen wiper, dash lamp, and staples with four straps for carrying luggage on the step-boards. Painted in dark grey and trimmed with dark-green leather, its equipment and high-grade finish render it remarkable value—for the price is but £385. The price of the standard 14-h.p. model, which cannot be exhibited owing to space limitations, is £360. Nor can a chassis be shown for lack of space, but it may be of interest to recall that the mechanical features include overhead valves, four cylinders with a bore and stroke of 3 in. by 4 in, detachable cylinder head, magneto ignition, electric lighting and starting, single-plate clutch, three speeds with central control, spiral-bevel final drive, cantilever springs, a wheel-base of 9 ft. 3 in. and a 54 in. track. These last dimensions enable an exceptionally roomy four-door body to be fitted as standard.

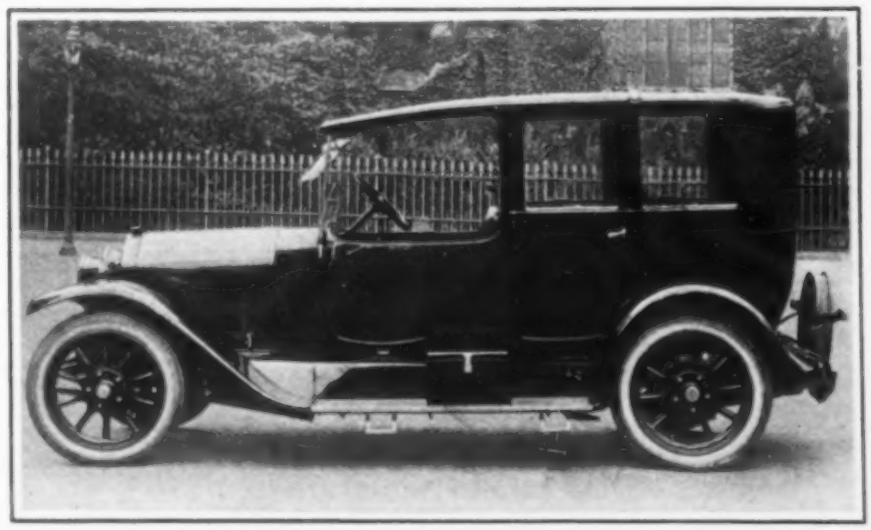
Standard Motor Co., Ltd. (Stand No. 181). So far as the space permits, a representative selection of the renowned Standard light cars is exhibited. Both the 11-h.p. and 14-h.p. models are shown, with examples of the many optional types of body-work; these make evident the remarkable value which is afforded in the 1924 Standard cars, especially in view of the high quality of their workmanship, materials, and finish.

The smaller chassis is supplied with either a roomy and comfortable two-seated body—which has an equally spacious and well upholstered double dickey seat—or a four-seated open body with ample leg-room and width for four adults, even if the latter are above the average in height or weight.

Like the 14-h.p. touring models, the smaller ones have the latest rendering of the Standard hood and patent all-weather side-panels that open with the doors. From these turn-buttons, snap-fasteners, and valances, usually provided in an attempt to exclude draughts, have been entirely eliminated; and the side panelling closes against rigid parts as firmly and intimately as the glass windows of a coupé.

On the four-seaters, the rear panels can be utilised to form a V-fronted screen for the protection of the passengers in the rear seat when the hood is lowered, or they can remain in their usual position along the sides of the car to ward off side winds; on both two-seaters and four-seaters the front panels can also be used with the hood erected or folded down.

Striking developments have been evolved in the design of the 14-h.p. four-seated body-work. Instead of the folding seats previously fitted at the front, a single full-width seat is provided, thickly upholstered and sprung, and the rear seat is wide enough for three adults abreast. The bonnet and scuttle have been lengthened, bringing the latter nearer to the front seats. All open models now have sloping front screens with the upper panel adjustable, while the hood is of a new black material which is not liable to crack, but remains permanently waterproof.



A 14-H.P. ITALA LANDAULETTE.

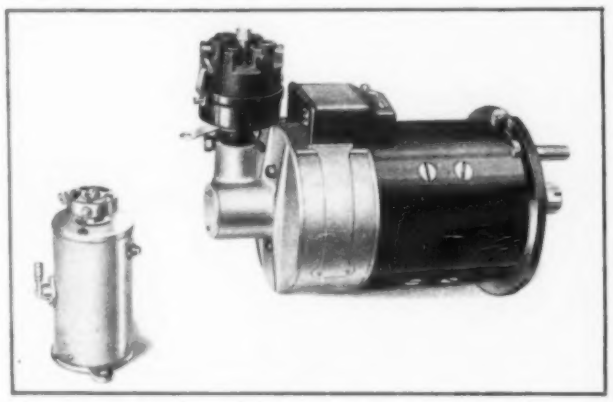
The Standard saloon car should be closely examined, for it represents an important advance in coach-work of this nature. Two types are available, one a four-door body seating five adults, the price of which (£525) is remarkably low considering its luxurious appointments and high quality finish. The second, to be known as the "Kensington" pattern, is a three-door saloon seating four-five persons.

Additional variations in the smaller chassis are larger brakes, a stiffer frame, and steel-spoked wheels in place of disc. Other features of the specification are electric lighting and starting, with five lamps, overhead valves, magneto ignition, plate clutch, three speeds and reverse with right-hand control, worm drive, and 710-mm. by 90-mm. cord tyres.

British Petroleum Co., Ltd. (Stand No. 286). The British Petroleum Co., Ltd., who, as is well known, are the Distributing Organisation for the Anglo-Persian Oil Co., Ltd., have secured an excellent stand in the passage leading from the gallery of the main hall to that of the new extension. Petrol and oils for all power purposes are represented in the exhibit, the chief of these being, of course, "B.P." Spirit. "B.P." Motor Spirit is refined in this country, and an interesting feature of the exhibit will be a series of photographs of the huge refinery at Llandarcy, in South Wales, where it is produced.

The firm also show a selection of their other products, such as "T.V.O.," a tractor vaporising oil; "P.V.O." for stationary engines; heavy and light-fuel oil for Diesel and Demi-Diesel engines; "White May" and "Royal Standard" lamp oils, etc.

C. A. Vandervell and Co., Ltd. (Stand No. 442). Messrs. C. A. Vandervell and Co., Ltd., exhibit the current range of their automobile electrical productions, embracing 1924 models of lighting, starting, and coil-ignition systems. Such are now available with both separate and combined machines. New and advanced designs, showing varied applications to starters and dynamos, are shown, as also new flush-fitting switchboard designs embracing lighting, dimming, starting, and ignition controls with lock switches, road lamps with concealed wiring, pedestal and flange fixings, combined head and side lamps, and wing fitting driving lights. The lamp ranges include black celluloid finish, as also the C.A.V. prismatic diffuser glasses.



THE C.A.V. COMBINED GENERATOR AND STARTING MOTOR MACHINE, WITH DISTRIBUTOR AND IGNITION-COIL.

Accessories include dash, interior, instrument, and inspection lamps. Full ranges of the C.A.V. batteries incorporating the patent threaded rubber plate insulators with all current containers, terminal fittings and replacement assemblies, including sections of detail construction. Lamp bulbs, sparking-plugs, coil-ignition units, fitting materials, and transmission gear are also shown. Two new designs of spotlights, or miniature dashboard searchlights, are exhibited. The running set for demonstration shows a combined dynamo lighting and ignition installation in operation.

[*Continued overleaf.*

Built to ordnance precision

—in one of Europe's largest Ordnance Factories, by highly skilled mechanics used to precision work, the Type Five 23.8-h.p. STEYR is designed from the Owner-Driver's point of view. It embraces every refinement and luxury possible; whilst its equipment is easily the most complete that has ever been supplied with any car. Made in the hills for work in a difficult country the engine has a flow of power which is truly amazing—the steepest hills flatten out at a touch of the Accelerator. It climbs like a mountain goat, yet is equally at home at 3 to 60 miles per hour in top gear. The STEYR will not be on view in Olympia, but the touring-car, costing £750, the Interior Drive Saloon, costing £970, and other models can be seen at any time in the Showrooms.

May we send you full particulars of the new models?

ARTHUR BRAY
(Sole Factory Representative for Great Britain and Ireland.)
79, Davies Street, London, W.1
'Phone: Mayfair 5400.
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Think of the electrical equipment of your car

before you make your choice for 1924. Reflect upon the importance of this item of equipment—perhaps the most important of all. Then seek information on the wonderful M.C.L. System, the biggest advance in car electrical equipment since 1910, eliminating for ever the causes of failure or trouble in the previous best systems. Here are a few M.C.L. advantages.

The M.C.L. Dynamo (for flange mounting.)

Built in sizes suitable for every type of car, with or without provision for ignition. By a totally new design and layout, the maximum current and sparkless commutation is obtained at all speeds.

On all M.C.L. equipments the famous Hart Batteries are standardised.

It is the only system that looks after your batteries properly under all conditions.
It is the only system where the whole power of your batteries is used to useful purpose.
It is the only system without starter switch, operating the starter-motor by Bowden wire.
It is the only system with ignition lighting and starting guarded by Yale-type lock incorporated in the switchboard.
There are a host of other gains—may we tell you of them? Write us to-day.

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CAR ELECTRICAL EQUIPMENT

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Sole Agents for Midland Counties.
STAND No. 393

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Hispano-Suiza Motor Car fitted with the Weymann Silent Body, showing its superb lines, equal to the most expensive coachwork.

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Weymann Silent Body

The Weymann Silent Motor Body is the last word in Motoring comfort. It is the first Body to be constructed which meets every requirement of the Motorist. It provides for any type of chassis a closed Body of superb luxury—absolutely silent, warm in winter, cool in summer, and completely draught proof. By the Weymann method, designers can produce bodies of any shape or outline to suit the Public taste and fancy.

TWELVE WEYMANN POINTS

1. *The Weymann Body is absolutely silent.*
2. *It is inexpensive to fit and maintain.*
3. *It is extremely light, thereby increasing average speed and reducing cost of running.*
4. *It demands the minimum of attention.*
5. *It is immensely more durable than any body hitherto made.*
6. *It gives perfect comfort under all weather conditions.*
7. *It attains the pinnacle of motoring luxury.*
8. *Unaffected by the worst road surfaces, or highest speed strains, or both.*
9. *Drumming and reverberation is not reduced—it is absent.*
10. *It is definitely proof against squeaks rattles and draughts.*
11. *From the Owner-Driver's point of view it robs car-washing of its terrors.*
12. *It can be repaired very rapidly if damaged.*

WEYMANN'S MOTOR BODY LTD.,
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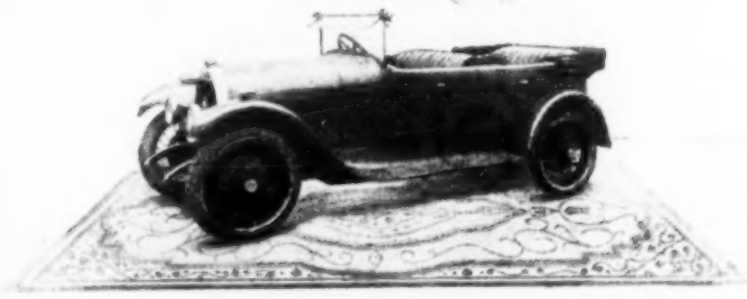

A Great Victory
for the 15·9 h.p.

Hotchkiss

First in its class in the Gaillon Hill Climb (7/10/23).

LOAD: Four passengers with luggage
SPEED: Over 50 m.p.h.

This event was the first in which the Hotchkiss had competed for

OVER 20 YEARS.

To win in its first attempt for nearly a quarter of a century, is one of the most remarkable achievements in the annals of motoring.

See the 15·9 h.p. HOTCHKISS
The Perfect Car
On STAND No. 215

PRICES:
1924 chassis with four wheel Brakes.
15·9 h.p. - - £495
18·22 h.p. - - £725

Sole Concessionaires:

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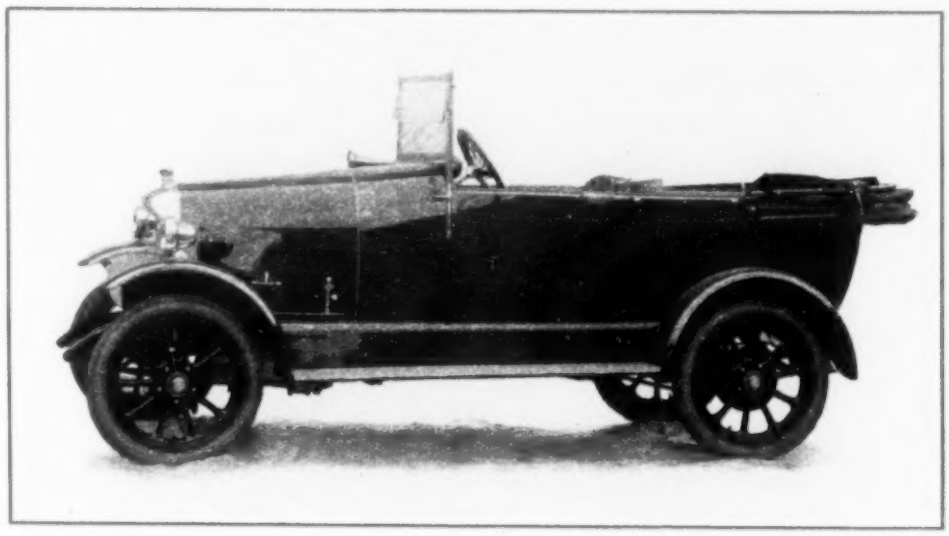
87, Davies Street, London, W.2.
Telegrams: "Corello, London."
Telephone: Mayfair 4224 & 4225.
Works: Newcastle Place, Edgware Road, W.

Vacuum Oil (Stand No. 373). One of the most vital considerations in motoring is the proper lubrication, not only of the motor itself, but of the whole of the mechanism of the car. Every motorist knows how essential it is to use the proper grade of oil in his engine, but it is not so generally understood that there is a most suitable type of lubrication for gear-box, back axle, and other parts of the automobile entity. A visit to the Vacuum Oil Company's stand is more than a little interesting. There the motorist can consult a recommendations chart which will tell him exactly what grade of lubricant has been found most suitable for use for his own car, provided he owns a model which does not date back farther than 1919—though even if it does he can still get the right advice. A very interesting exhibit is an electrically operated machine showing specially prepared diagrams of motor-lubrication systems. Every visitor to the stand should obtain a copy of "Correct Lubrication," a highly instructive booklet which will be found both useful and interesting.

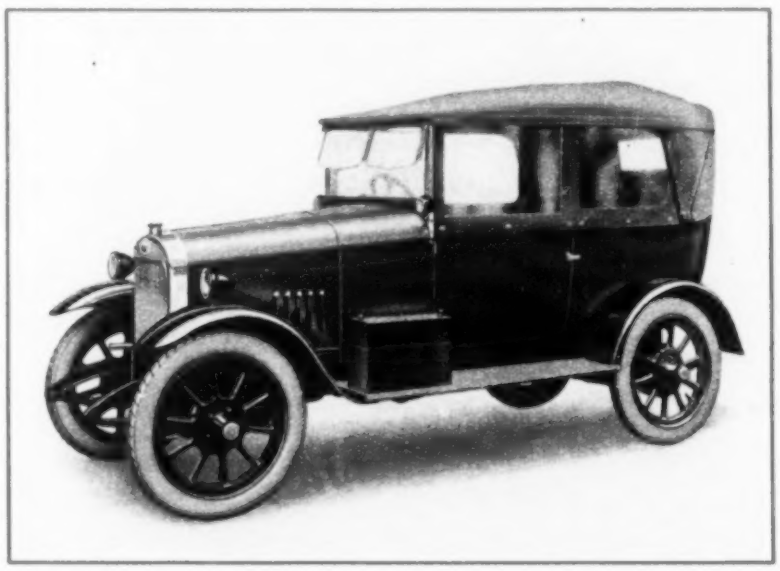


A 9-21-H.P. ALL-WEATHER HAMPTON JUNIOR.

This model is fitted with two doors, and is not of the so-called "chummy" type, but has ample room in the rear seat for two passengers.

Packard (Stand No. 5). The finest American car which has any vogue at all in this country is the Packard, which is exhibited here. Immediately following the Armistice, the Packard twelve-cylinder, known as the "Twin Six," was introduced, and created a more than favourable impression among those whose requirements were for a very high-class powerful car embodying every detail which makes for luxury and convenience. This was supplemented later by the Packard "Single Six," a smaller car with six-cylinder engine, which also became very popular as a high-class motor vehicle. This has now been followed by a "Straight Eight." I have already previously referred to this car in these pages, and will not trouble the reader further at the moment. This I would say, that no visitor to the Show who admires the highest expressions of motor-car design allied to care and finish in production should fail to see this outstanding example. In addition to the cars which are shown by the concessionaires, Messrs. The W. C. Gaunt Company, Packards are exhibiting on the stands of several of the best coach-building firms.

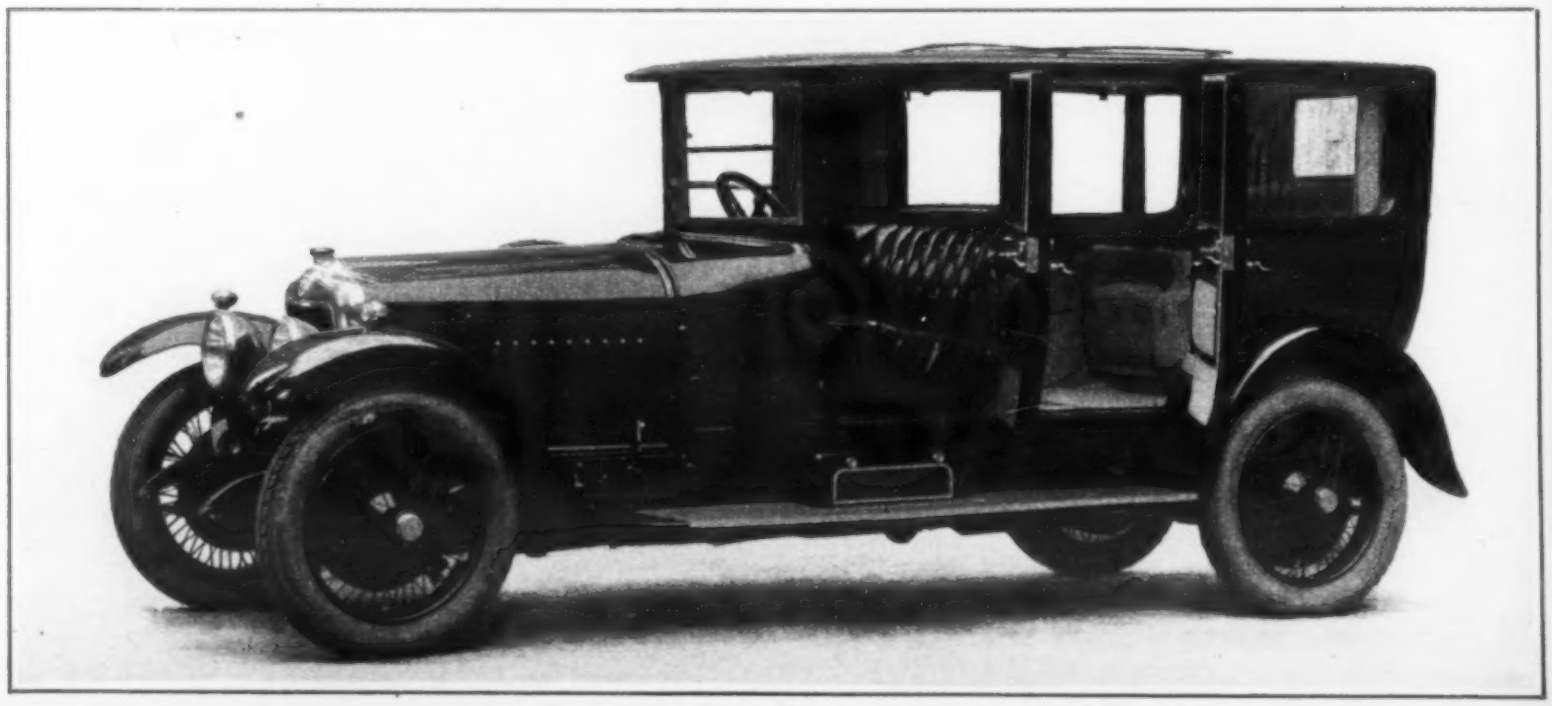
Minerva (Stand No. 107). Messrs. Minerva Motors are exhibiting four models, these being the 15-h.p. and 20-h.p. four-cylinder, and the 20-h.p. and 30-h.p. six-cylinder cars. All these are, of course, engined with motors of the Knight sleeve-valve type, which has been very highly developed by the Minerva Company. The smaller car is shown as a chassis and also as a saloon, with a handsome body seating two in front and three in the rear. The 20-h.p. six-cylinder is exhibited in chassis form; while the "Thirty" is shown both as a chassis and fitted with standard enclosed landaulette body, with seating capacity for six, including the driver. The four-cylinder "Twenty" does not figure on the stand. The Minerva car is, of course, a Belgian production, and I believe it is correct to say that it is quite the best car which comes to us from that country. It has a very high reputation here as a car of merit and thoroughly sound construction.



A 10.5-H.P. CLULEY FOUR-SEATER ALL-WEATHER MODEL, PRICED AT £270.

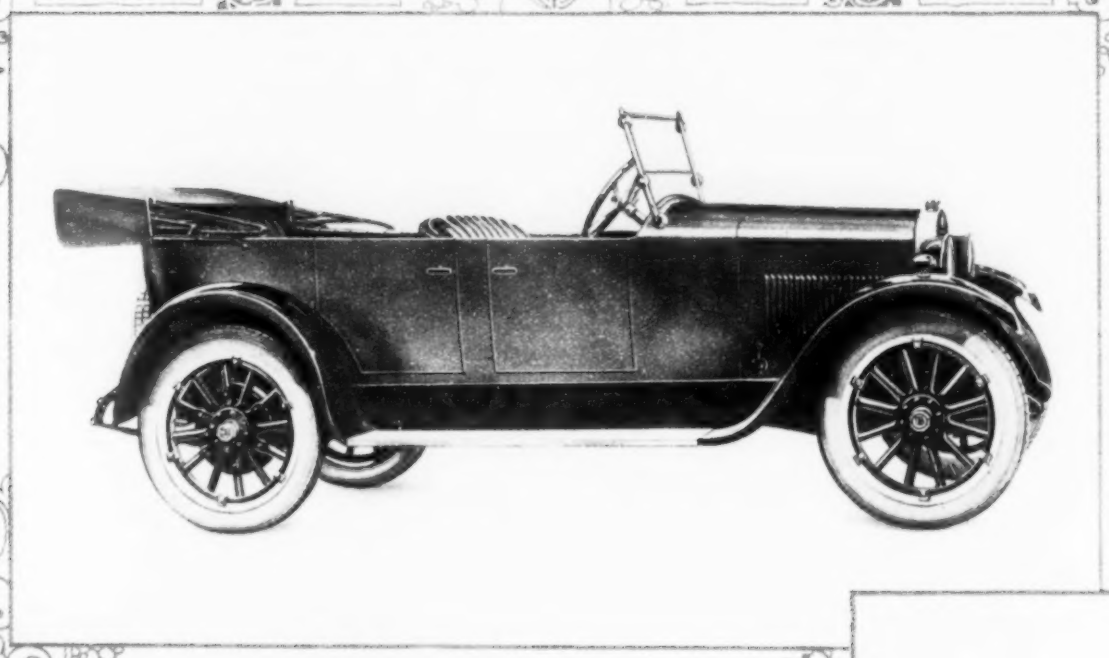
Renault (Stand No. 219). The famous firm of Renault have quite an ambitious programme for 1924. They are listing no fewer than five separate models. There are the 8.3-h.p., the 13.9-h.p., and the 17.9-h.p. chassis, all with four-cylinder engines. Then there are the 26.9-h.p. and the 45-h.p. types, both with six-cylinder motors. The little "Eight-point-three" strikes one as being a car which, especially with the name of Renault behind it, ought rapidly to become one of the most popular of its class. The "Thirteen-point-nine," the chassis price of which is £370, should also prove a very popular model, more particularly because of its thoroughly up-to-date design, including internal expanding brakes on all four wheels. The "Seventeen-point-nine" is really a larger edition of the last-named, save that it has a four-speed gear-box and worm drive, instead of the three-speed gear-box and bevel drive of the smaller model. The two six-cylinder chassis look to be very attractive cars. In general design they adhere closely to the lines of the "Seventeen-point-nine," but of course on a larger scale. These also have four-wheel brakes, but they are operated by the Servo system instead of direct, as in the smaller car. One notable point is that the house of Renault still remains faithful to the thermo-syphon system of cooling, even the "Forty-five" being without a water-circulating pump. I should say that the Renault exhibit will be one of the centres of attraction during Show week.

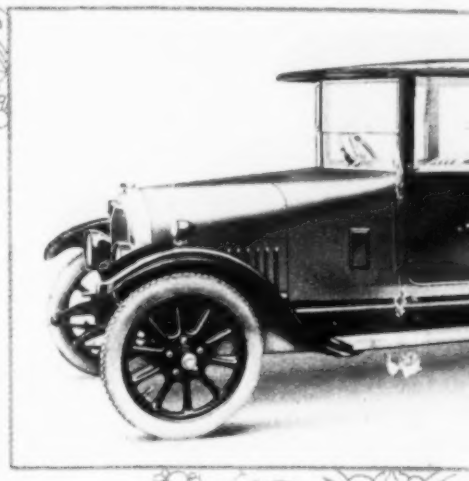
Bean (Stand No. 99). The principal interest of the Bean exhibit will undoubtedly centre on the new "Fourteen," which was announced a month ago. I have already dealt with the salient characteristics of this new car in a previous issue of *The Illustrated London News*, and there is thus no need for me to say more now than that this is really one of the cars of its class which ought to be inspected by all who intend to make their choice from among this class. The "Eleven-point-nine" is exhibited in several types. Notably the coupé is a car which strikes me as being excellent value. In fact, I am not sure but that it represents about the best value among cars of its kind. There are three cars of the 11.9-h.p. class, while the "Fourteen" is exhibited as a four-door saloon and as a chassis. Attention may be directed in particular to the 11.9-h.p. two-seater, with aluminium body finished by a new "curl" polished process which gives a very handsome appearance.

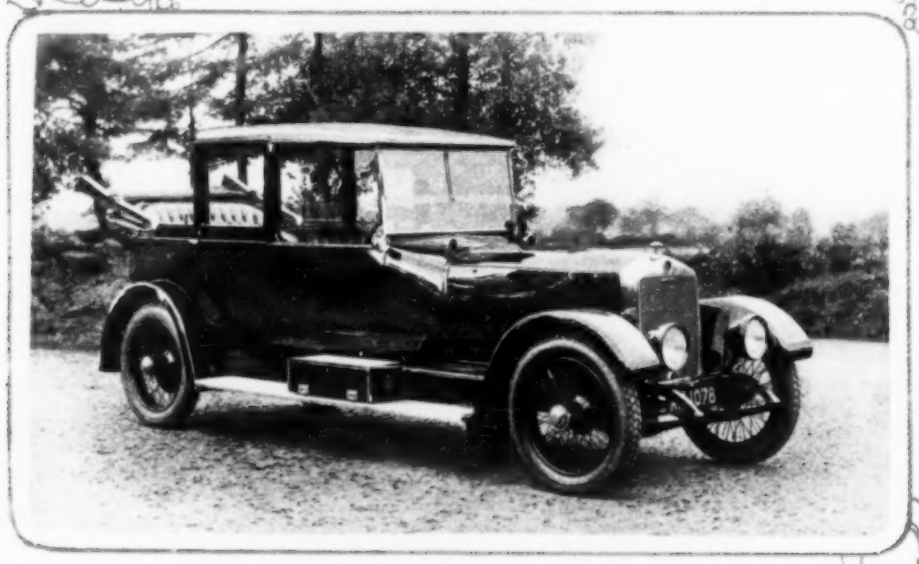


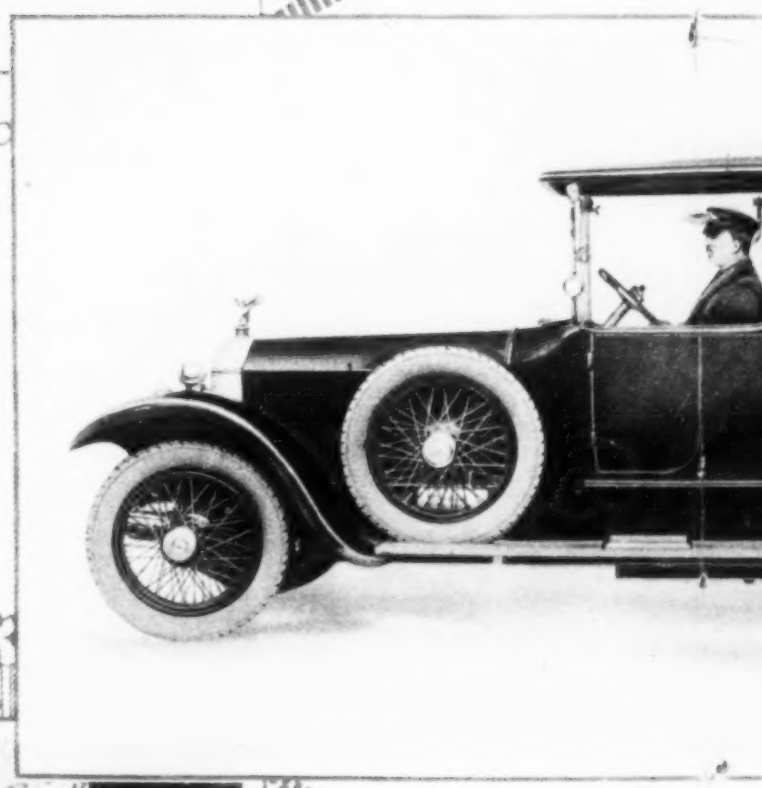
A 1924 MINERVA STANDARD ENCLOSED DRIVE LANDAULETTE.

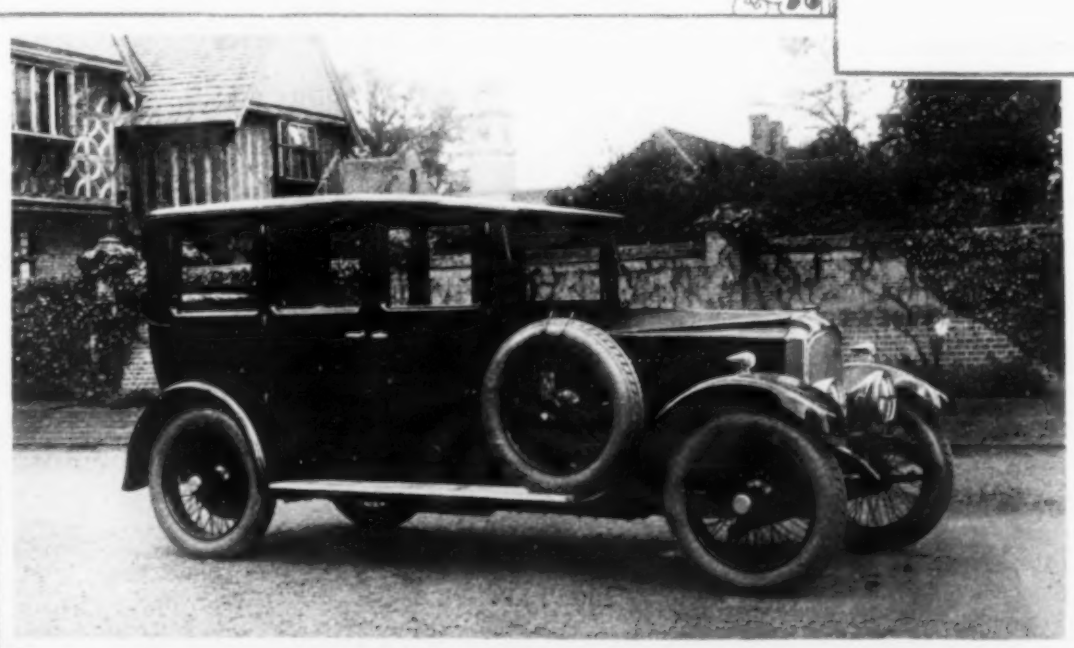
THE SEVENTEENTH MOTOR SHOW AT OLYMPIA: S







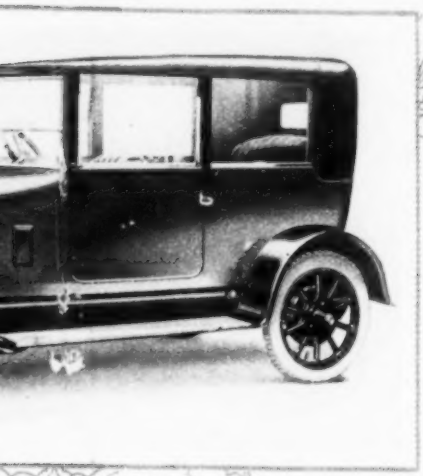


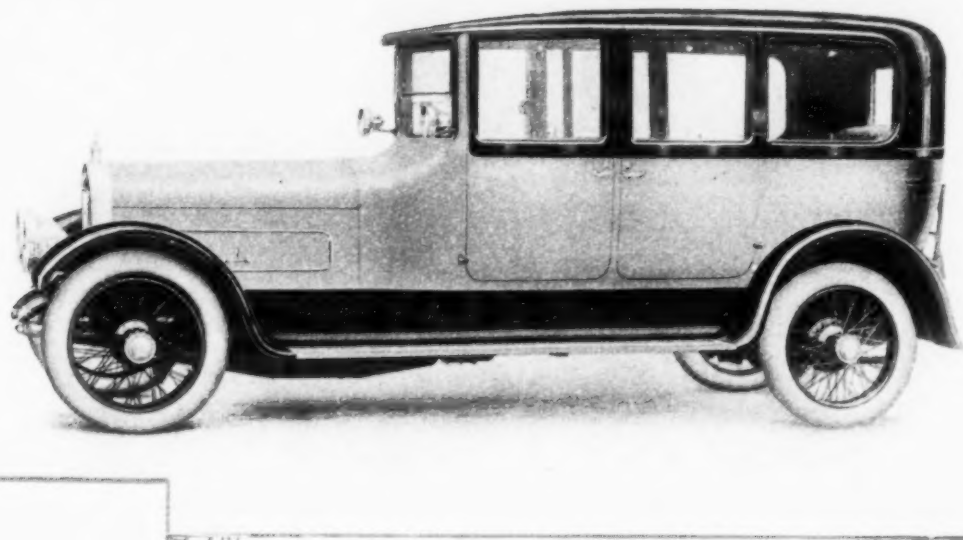


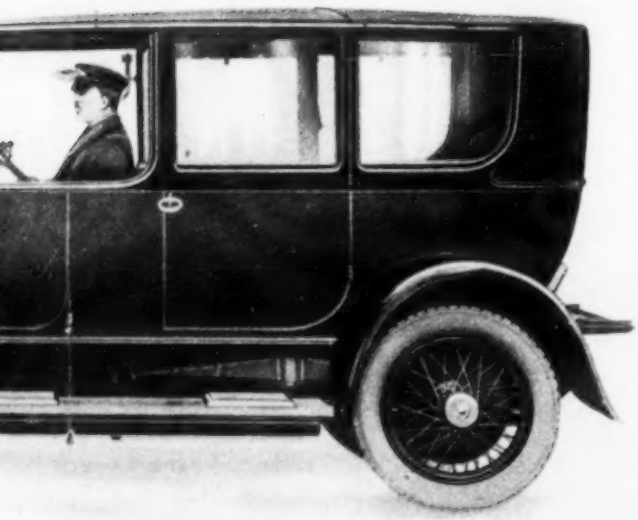
1. THE DODGE BROTHERS OPEN TOURING CAR.
2. THE 11.4-H.P. ALL-WEATHER HUMBER, AS SEEN IN THE MOTOR SHOW AT OLYMPIA.
3. THE WOLSELEY "TWENTY" SALOON LIMOUSINE.
4. THE 40-H.P. SIX-CYLINDER LANCHESTER SEVEN-SEAT THREE-QUARTER LANDAULETTE.
5.
6.

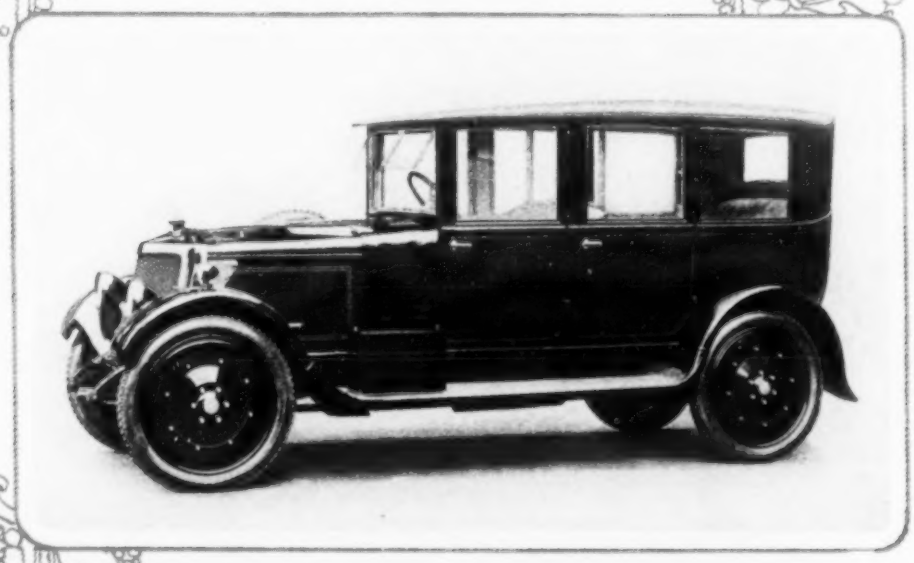
This year's Motor Show was arranged to open at Olympia on Friday, November 2, and to remain open until Saturday, November 10. The present Exhibition is sees an enormous increase in motor traffic and in the number of car-owners. It was expected,

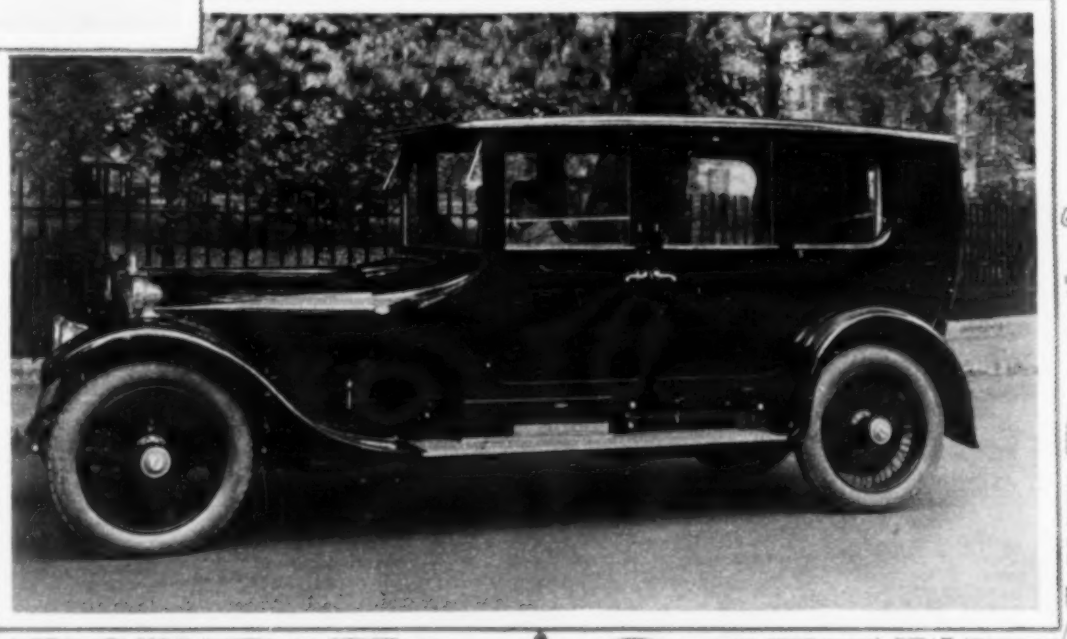
IA": SOME OF THE MOST IMPORTANT EXHIBITS.











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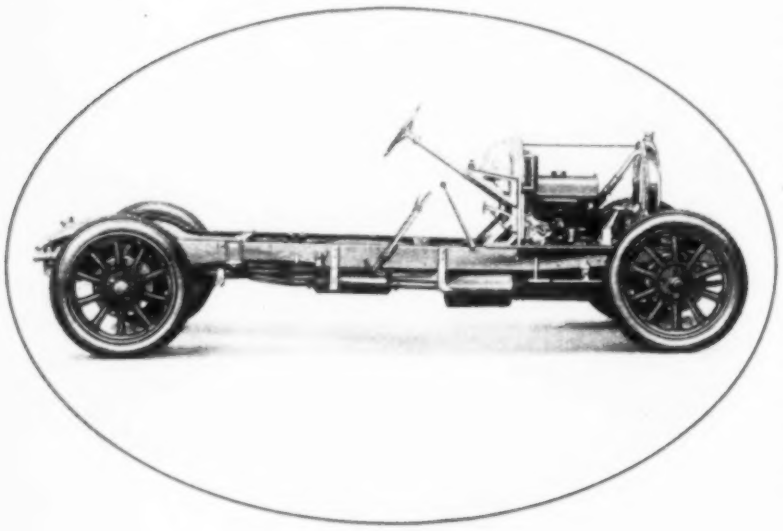
5. THE 40-50-H.P. ROLLS-ROYCE LIMOUSINE LANDAULETTE.
6. BUILT FOR THE DUCHESS OF YORK: AN ARMSTRONG-SIDDELEY 18-H.P. ENCLOSED LIMOUSINE.
7. THE 23-60-H.P. VAUXHALL "CARLTON" ENCLOSED LIMOUSINE.
8. THE STANDARD 14-H.P. FOUR-SEATER.
9. A 40-50-H.P. NAPIER ENCLOSED SALOON.

Exhibition is the seventeenth since the event was originated. During the war it was in abeyance, and after 1913 was not held again until 1919. Every year was expected, therefore, that the new Show would attract a record amount of public interest.

Daimler (Stand No. 218). It would be impossible in the space at my disposal to deal anything like fully with the exhibit of the Daimler Company. The reputation of the Daimler stands so high that it would be a work of supererogation to praise it. No better testimonial to the enduring qualities of Daimler productions can be imagined than that conveyed by the fact that H.M. the King has had two Daimlers in constant commission since 1913, and has only now replaced them. As ever, the exhibit is characterised by a keynote of luxury which does not descend to that kind of sumptuousness which verges perilously near to vulgarity in too many cases. The Daimler models are all of the six-cylinder type, and cover a very wide range, from the "Sixteen" to the "Forty-five." Even the smallest type is fully capable of carrying a closed body and carrying it well; while the larger models are built especially with a view to the accommodation of modern coachwork at its best and most luxurious. Such is the variety of Daimler and B.S.A. models that the company is holding quite an ambitious show at their premises at Chapter Street House, Vauxhall Bridge Road, during the currency of the exhibition. A service of Daimler landaulettes between Olympia and Chapter Street House is being run during the whole of Show week, and tickets can be obtained at either the Daimler or B.S.A. stands by those who desire to inspect this really interesting private show. Demonstration runs will be given by appointment, which appointments may be made either at Olympia or at Chapter Street House.

Fiat (Stand No. 140). That quite wonderful little car, the 10-15-h.p. Fiat, otherwise known as Model 501, still remains the principal attraction of the exhibit of this famous Italian firm. Reduced in price—the chassis now costs £295—it has been improved in one or two details; notably that the three lower gear ratios have been raised somewhat. The equipment has been added to by the addition of clock, speedometer, and spare tyre; while the finish is now in nickel plate. I have myself been using one of these cars for over two years, so that when I say I consider it to be all round the definitely best car in the small engine class, I may be supposed to have some reason for my opinion. The 15-20-h.p. is still retained, as well as the 20-30-h.p. six-cylinder chassis. These two very satisfactory cars appear to be unaltered since last year. The six-cylinder "Forty" has been considerably altered, notably in connection with the steering, which is now of the two-stage type, a remarkable feature being the steering-column, which enables the entire steering-wheel, together with the ignition control, to drop forward practically level with the instrument-board, so as to facilitate entry and exit. The wheel can be adjusted as to height to three separate positions. This practically new "Forty" created something like a sensation at the recent Paris Salon, and I have no doubt that it will be as favourably commented upon at Olympia.

One always expects that Fiat will have something worth showing, and they are certainly not disappointing us this year.



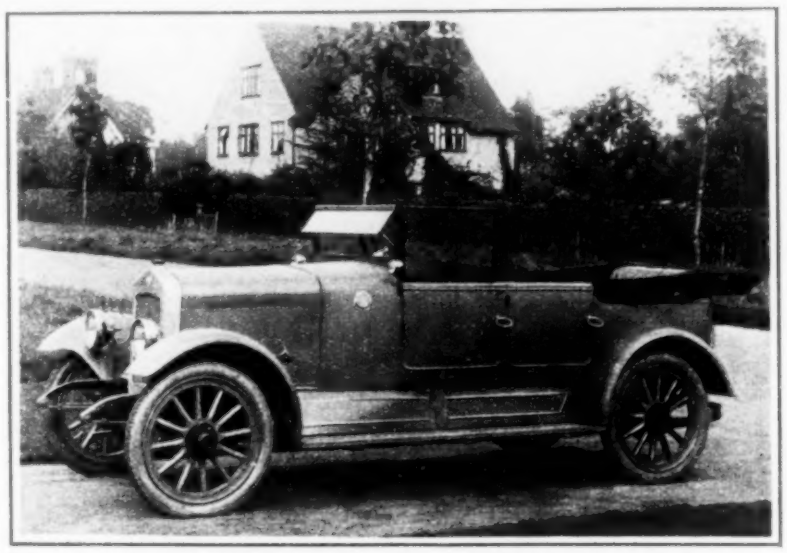
A 15-40-H.P. DARRACQ CHASSIS.

Phœnix (Stand No. 190). The 12-25-h.p. four-speed Phœnix, which has been an outstanding success during the past year, is the main feature of the exhibit. Apart from the excellence of the chassis, a particular feature of this car is the all-weather body with folding glass windows. When these are up the car is for all practical purposes a saloon, yet is convertible into open form in a few moments at will. The same applies to the two-seater, the advantages of a fixed head coupé and open car being combined. An additional point of convenience in regard to the two-seater is that the back rest of the driver's seat is adjustable for tilt. The price of the four-seater (which has four doors) is £365, and of the two-seater (with two doors) £355.

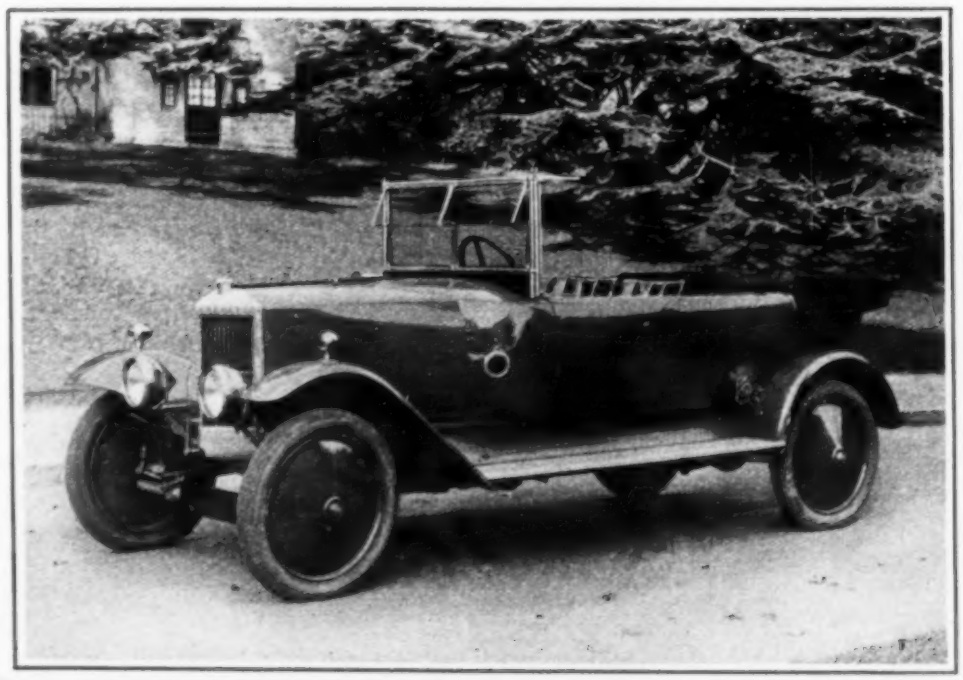
The 18-h.p. car will strongly appeal to those wishing for a five-seater car of this power. It has an all-weather glass-window body on the same lines as the 12-25-h.p. model, except that in this case the room at disposal permits of a third rear window, thus giving a six-windowed body. The car comfortably seats five persons, and at the remarkably low price of £495 is bound to attract a great deal of attention.

The success achieved last year has justified Phœnix Motors, Ltd., whose business was established in 1889, in making plans for a much increased output in the 1924 season, which has enabled them to fix the remarkably low prices named above. All cars are fitted with 12-volt C.A.V. lighting and starting, and are completely equipped for the road, there being no need for a penny to be spent on extras.

Hillman (Stand No. 101). The 11-h.p. Hillman is a car which I have always placed among the leaders in its class. While it embodies nothing but conventional practice—that is to say, there are no radical departures from accepted lines—it always strikes one as being rather better both in its design and the manner of its expression than most others in the class. This year it has been improved in several directions not only mechanically, but in the matter of body-work. The new all-weather equipment is really excellent. In fact, I think I like it rather more than any I have seen up to the moment. Hillman prices have been materially reduced, the two-seater now being priced at £350, and the four-seater at £358, these prices showing a reduction of nearly £100 as compared with 1923. I should strongly advise those who are contemplating the purchase of a car in the 11-h.p. class to see the Hillman before making a last and definite decision.



A 12-25-H.P. FOUR-SEATER ALL-WEATHER PHŒNIX, PRICED AT £365.



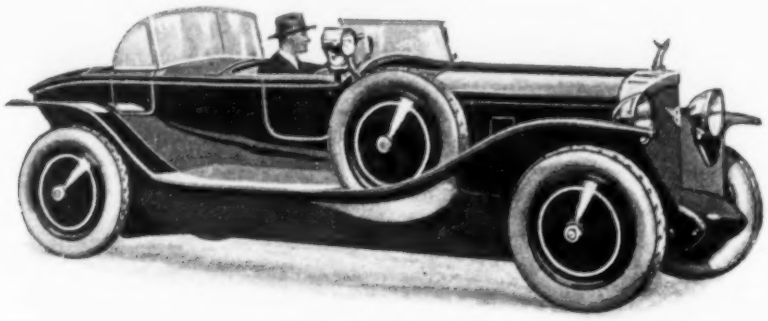
A 12-30-H.P. FOUR-CYLINDER HORSTMAN FOUR-SEATER MODEL, PRICED AT £325.

Dunlop (Stand No. 517). It is an axiom that the reliability of the car may nowadays be reckoned in direct relation to the quality of the tyres wherewith it is shod. That being so, the Dunlop stand should be the Mecca of every motorist who visits Olympia. Not only because he will there find exhibited every size and type of tyre and wheel, but because of the undoubtedly high standard of quality which Dunlop productions have reached. I have no hesitation in saying, as a result of experience, that there is no better tyre than the Dunlop, irrespective of its origin. I have myself been using Dunlops during the past season, and, although I habitually drive fast and thus throw a maximum strain on my tyres, I have been more than surprised at the durability of my Dunlops. My present set has covered some 8000 miles, and none of the tyres is showing more than slight signs of wear. They certainly seem good for another 10,000 miles, which is good enough to satisfy anybody. Additionally to the tyre and wheel exhibits there are shown all the multitudinous tyre accessories which assist to make motoring easy. Another exhibit which ought to be seen is the new low-pressure tyre.

Lea and Francis (Stand No. 1). A very interesting little car is the Lea-Francis. Ever since the early days of the bicycle this firm has been associated with what may be called quality productions. I can remember when the Lea-Francis bicycle was regarded as the very last word in cycle design and accuracy of construction. One would expect, therefore, that a car produced by such a firm would aspire to an equally high standard, and I think a visitor to the Show who inspects the 10-h.p. chassis will agree that it has been reached. The exhibit includes a two-seater painted in elephant-grey and upholstered in blue leather. This, complete with electric engine-starter, five lamps, double wind-screen, speedometer, side curtains, and tools, is priced at £250. A four-seater model, painted dark blue, upholstered in blue leather and similarly equipped, sells for the same price. A two-seater coupé with fixed head, fitted with engine-starter and fully equipped, costs £295. There is also shown a particularly fascinating two-seater coupé with drop head. This, painted crimson lake, upholstered in red antique leather, fitted with engine-starter, and fully equipped with all accessories, including speedometer and clock, is listed at £325. This exhibit is really quite well worthy of inspection by the visitor of refined automobile taste.

"A Car ROLLS—A Farman GLIDES"

STAND
52
OLYMPIA



STAND
52
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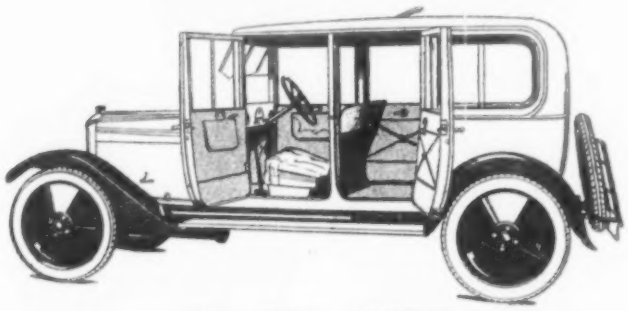

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STAND
442

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Lanchester

WE have pleasure in announcing that in addition to the well-known Lanchester 40 h.p. 6-Cylinder Car we are exhibiting a new model—a 21 h.p. 6-Cylinder 4-seat Tourer. This new car is designed in complete uniformity with the "Forty." The same high quality of material and standard of workmanship is maintained, and many of the best-known Lanchester mechanical features are embodied. Each car is representative of the highest grade in its class. Catalogues and Specifications will be gladly supplied on request, and we shall be delighted to arrange trial runs of either models.

THE LANCHESTER MOTOR CO., LTD.,
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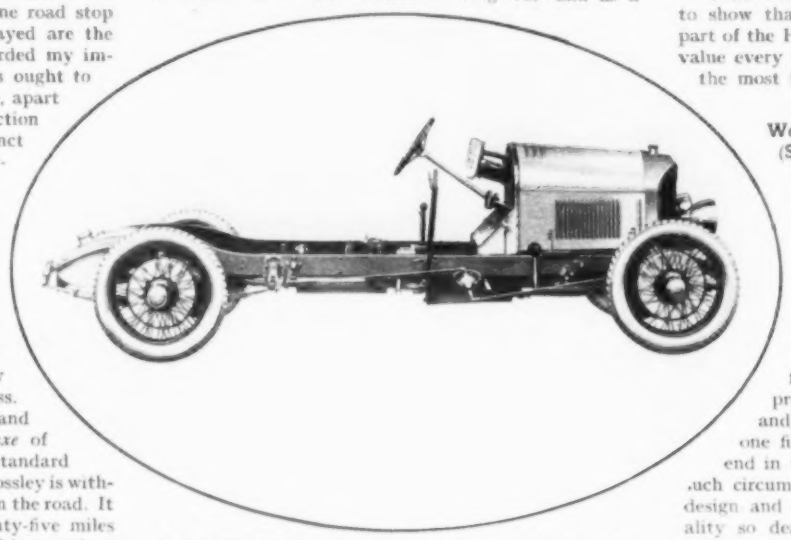
STAND
106
OLYMPIA

Crossley (Stand No. 112). Always interesting, the Crossley exhibit will excite rather more attention than usual this year by reason of the wonderful performance of the "Nineteen-point-six" car, which early in the summer completed a reliability record under R.A.C. observation extending over 25,000 miles with only one road stop of 3½ min. duration. The models displayed are the 14-h.p., of which some weeks ago I recorded my impressions of an extended road trial. This ought to be an exceedingly popular model, because, apart from its essential soundness of construction and excellence of finish, it makes a distinct further appeal to the motorist of moderate means by reason of its very low price, the complete four-seater having been reduced to £395. There is a model *de luxe* which is a new departure, and with larger tyres than standard, rear wind-screen, and various other fittings in excess of the standard equipment, priced at £430. Then there is the "Nineteen-point-six" to which I have already referred, and which is certainly one of the most popular cars of its class. This is shown both as a touring car and a landaulette. The touring car *de luxe* of this model sells at £775, while the standard model is priced at £750. The 20-70-h.p. Crossley is without doubt one of the fastest touring cars on the road. It is sold with a guaranteed speed of seventy-five miles an hour, which can be materially exceeded in practice; but it has much more than speed to recommend it. It has wonderful acceleration coupled with extreme docility and an ease of handling which makes driving a pleasure. It is fitted with four-wheel brakes, with which it costs £910. Without four-wheel braking, the price of the car is £875.



A 20-70-H.P. CROSSLEY SPORTS MODEL FITTED WITH FOUR-WHEEL BRAKES.

Humber (Stand No. 148). Messrs. Humber, Ltd., have, as usual, a very comprehensive and exceedingly interesting range of cars on their stand. There is the 8-h.p. light car, priced at £250; the "Eleven-point-four," which is shown as a four-seated touring car and as a three-door saloon; a "Fifteen-point-nine" five-seated tourer; and a 15.9-h.p. saloon landaulette. Humbers appear to have introduced a great many improvements in detail, not only in so far as their chassis are concerned, but also in their standard coachwork. The "Fifteen-point-nine" has been very much improved; the method of lubrication of the overhead inlet rockers and push-rods has been improved by the abandonment of drip-feed, the oil now being led to a pipe running above the valve rocker platform and fed by pressure to small wells on top of the rocker posts. The rocker shafts are drilled, and the oil flows to the rocker bearings through these holes. It then emerges from the bearings through specially designed channels into cups which surround the ends of the push-rods, the upper bearings of which are thus under continua lubrication. The necessity for periodical lubrication to the sliding disc of the clutch has been eliminated by means of a new type of bronze and compressed graphite bearing which prevents sticking.

I have mentioned these changes in detail simply to show that cars are being improved, and that a part of the Humber policy is to give better and better value every year in succession. This is really one of the most interesting exhibits in the Show.

Wolseley Cars (Stand No. 216). Year after year Wolseley cars continue to advance in popularity. Every season shows a marked advance over its predecessor, and the one just closing has been particularly noteworthy in that the increasing demand has eclipsed all previous records—a sure sign that the models listed are what the public want. The reason for their popularity is not far to seek. From the earliest days the Wolseley tradition has been "quality first," and all through the years of motor progress Wolseley cars have been designed and built throughout in the work-shops of one firm, under one supervision, with the single end in view of producing the best. Only under such circumstances can a car achieve that unity of design and construction, and that sense of individuality so dear to the discriminating motorist—that feeling of "quality" impossible of attainment by the merely "assembled" product. And this stamp of high quality is just as apparent in the lower-priced Wolseleys as in the more expensive.

It is, therefore, not surprising to find that, although many detail improvements of an interesting character have been made, most of the models show no drastic alteration. The small Wolseley "Seven," in fact, remains practically unaltered both in its specification and its price, which remains at £199.

The Wolseley "Ten" shows an attractive addition to its range in the form of a four-seater of a cheaper type than the well-known four-seater *de luxe*.

The Wolseley "Fourteen" has hitherto only been supplied as a four-five-seater open touring car of the "family" type. The number of models has now been increased by the addition of a very smart and attractive two-seater; a saloon to seat four, fully enclosed; and a single landaulette with seating accommodation for five persons, three inside—two on the rear seat and one on the folding seat—and two in the front seat.

The price of the four-seater touring car is £475, the two-seater, £495; saloon, £695; and the single landaulette, £695—prices which are remarkable examples of modern motor-car value.

The Wolseley "Fifteen," in its 1924 form, is the one Wolseley which shows numerous alterations and improvements—it may, in fact, be said to be almost a new model. In this improved design the greatest care has been taken to ensure accessibility of every part which

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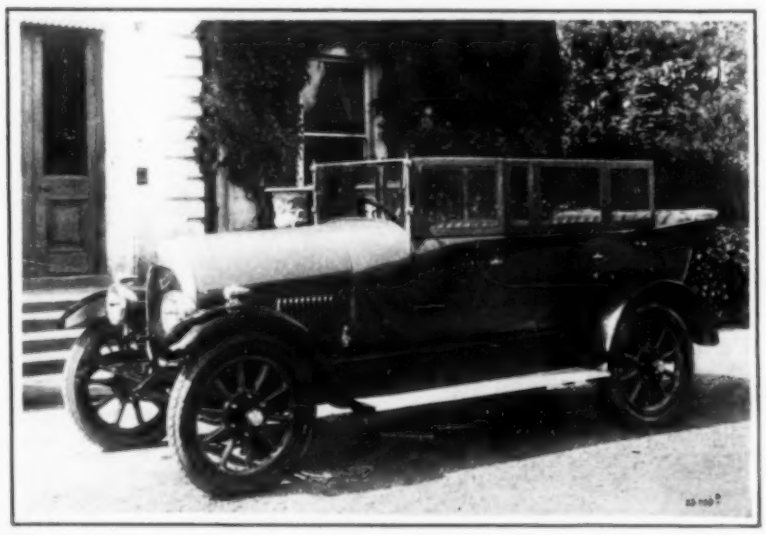
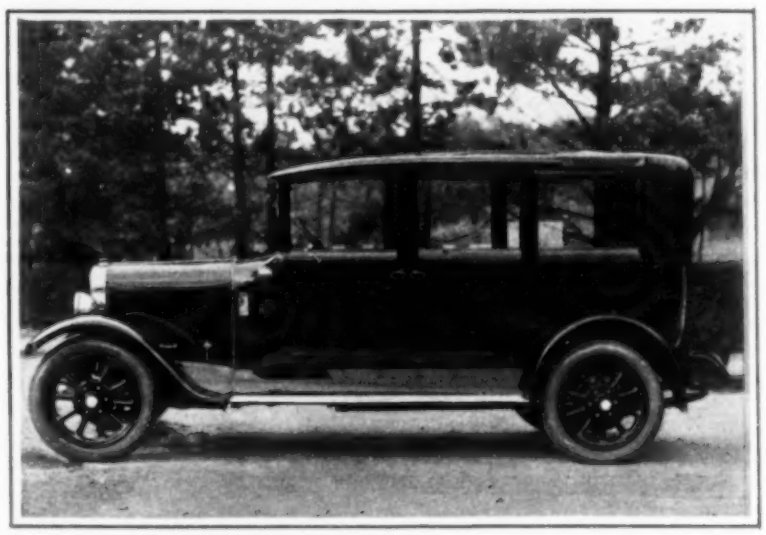
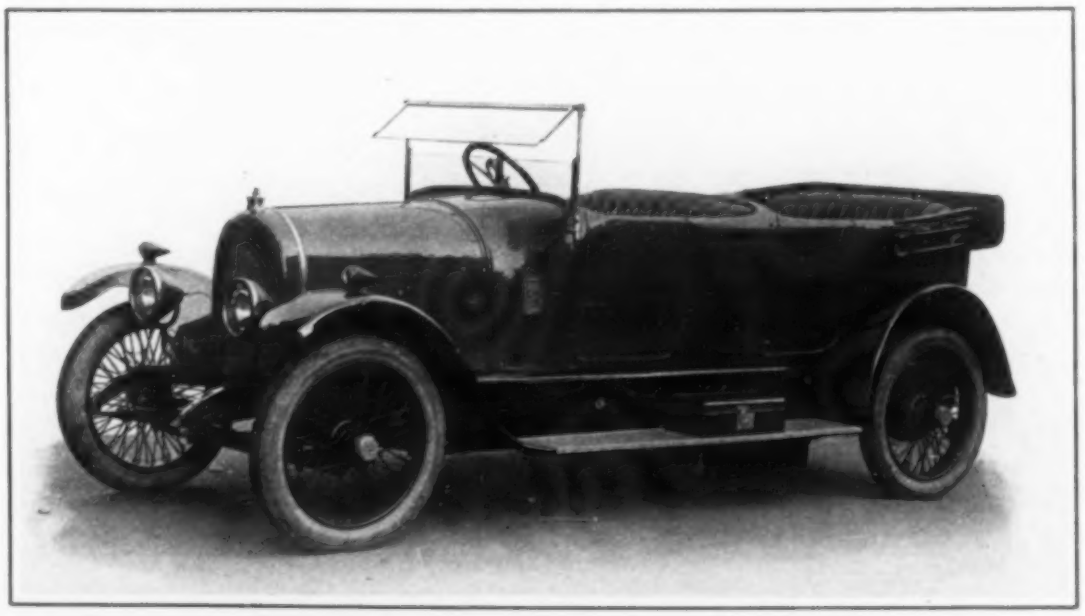


A NEW RUSTON-HORNSBY TOURING CAR.



THE AUSTIN "TWENTY" MAYFAIR LANDAULETTE.

Farman (England) (Stand No. 52). One of the latest importations from France is the 40-h.p. six-cylinder Farman. This is a very fine car indeed, and must rank high up among the world's best. Naturally, it is not a cheap production, the chassis selling for the quite respectable price of £1625. This brings it into direct competition with the highest grade British and Continental productions. I have only had experience of a very short road trial of this car, but that, small as it was, impressed me more than favourably. Acceleration is little short of marvellous, and the speed even higher than one would expect from a car of the class. Quite the most impressive feature is the wonderful efficiency of the brakes. Of course, four-wheel brakes are fitted, and even on a wet road the car can be pulled up almost within its own length at between thirty and forty miles an hour without the slightest tendency to skid. In design it is unexceptionable, and a chassis to delight the connoisseur of motor engineering. It is certainly a car that should be seen by every discriminating visitor to the Show, as an example of French construction at its best.



A 15.9-H.P. FOUR-CYLINDER DELAUNAY-BELLEVILLE OPEN TOURING CAR.

DODGE BROTHERS ANNOUNCE IMPORTANT IMPROVEMENTS

Dodge Brothers have not simply brought out a complete new line of motor cars. They have done something infinitely wiser and better than that.

They have brought new beauty, new riding ease and new mechanical perfection to the product on which their reputation as builders has been founded.

They have built a better and a more desirable line of motor cars—yet basically and fundamentally the identity of their product remains the same.

The same sturdy engine is under the bonnet; the same dependable chassis, improved in numberless details, underlies the body.

But the rear springs—now underslung—have been materially lengthened. The wheelbase, too, is longer, and the combined result is a notable improvement in riding qualities.

Bodies of all types have been designed to give improved appearance and greater comfort.

Lower, longer, with deeper seats and more leg room, the lines of these new cars are low-swung and graceful—the interiors are comfortable and roomy.

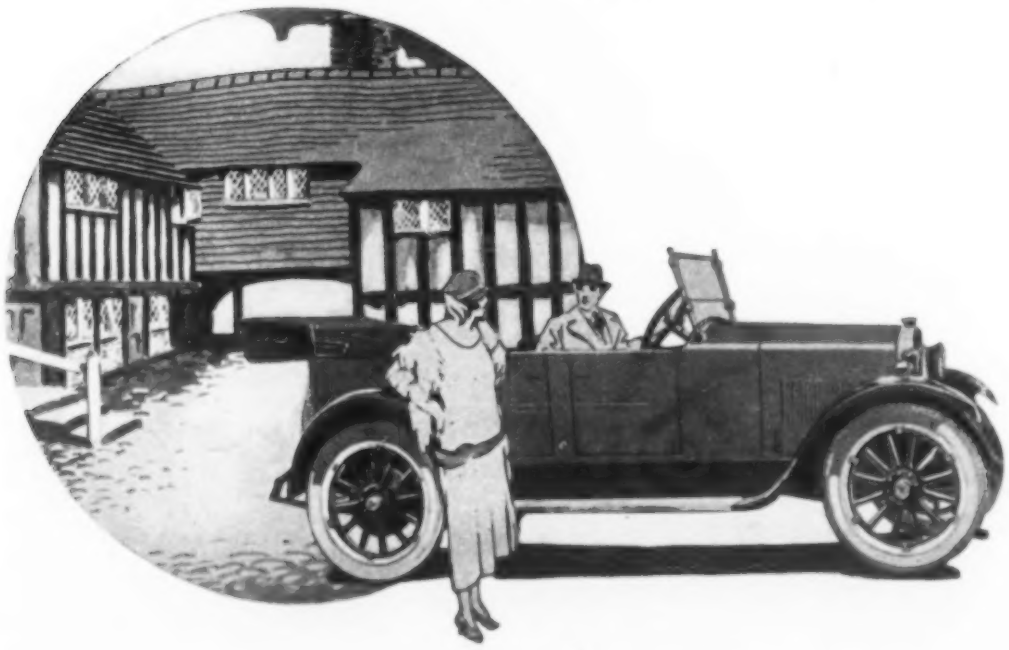
New head lamps and wings, especially designed by Dodge Brothers to conform with the general lines of the car—a long, straight bonnet and scuttle effect—longer and wider running boards—unusually wide doors—combination stop signal and tail lamp—and instruments attractively grouped on raised panel—are a few of the numerous body innovations common to all types.

Combining these features with important mechanical improvements too numerous and technical to enumerate here, it is not extravagant to predict an extremely favourable reception by experienced motorists who want big car comfort, high power and dependability at a reasonable price.

DODGE BROTHERS (BRITAIN) LTD
STAND NO. 230, OLYMPIA

List Prices, Effective November 1st., 1923

Touring Car	£355	*Landaulette*	£495
Saloon	£495	*Coupé (with Dicky)*	£375

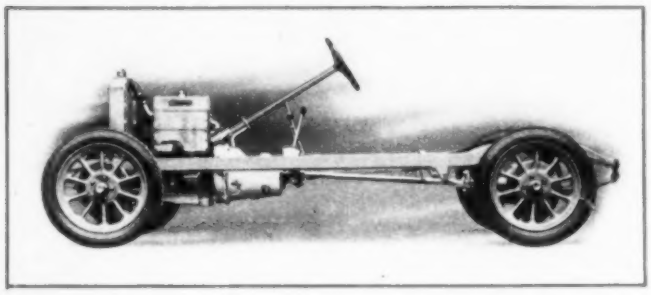


Continued.]

may require attention. An examination of the car shows that even the smallest component has been considered from this point of view.

The two six-cylinder Wolseleys, the "Twenty" and the 24-30-h.p., have long been favourites with the discriminating large-car owner, their smooth running and wonderful acceleration marking them as luxury cars of the very highest class. Their power and refinement offer a degree of luxurious road travel impossible to excel, and it is safe to say that no cars of equal quality can be found at anything like their moderate price.

It will thus be seen that the Wolseley range covers practically every possible requirement, and the motorist will be difficult indeed to please who cannot find in the Wolseley list a car to suit his requirements; whilst the prices at which they are offered bring them within the scope of any pocket.



A NEWCOMER TO THE INDUSTRY: THE 10-15-H.P. WINDSOR CHASSIS.

Beatonson (Stand No. 407). Messrs. George Beaton and Sons, Ltd., show a variety of their well-known Beatonson specialities. It can confidently be said that Beatonson products have revolutionised equipment for closed and all-weather cars, and their already popular lines are augmented by several very interesting new introductions.

Prominent amongst the comprehensive display is an example of Beatonson all-metal headwork mounted on a section body, and illustrating the rigidity, ease of operation, and general attractiveness of this original form of all-weather equipment. There are also shown special types of Beatonson all-metal headwork for landaulette and cabriolet bodies.

The firm of George Beaton and Sons have, as is well known, for many years specialised in wind-screens, and they at present list over thirty varieties of front and rear wind-screens suitable for every type of car body. A comprehensive selection of these screens is shown.

Amongst other exhibits of general interest is the ingenious Beatonson wind-screen silencer, together with a very wide variety of attractive body fittings in the way of locks, hinges, sliding-seat devices, and other important details in connection with which the name of Beatonson is well known.

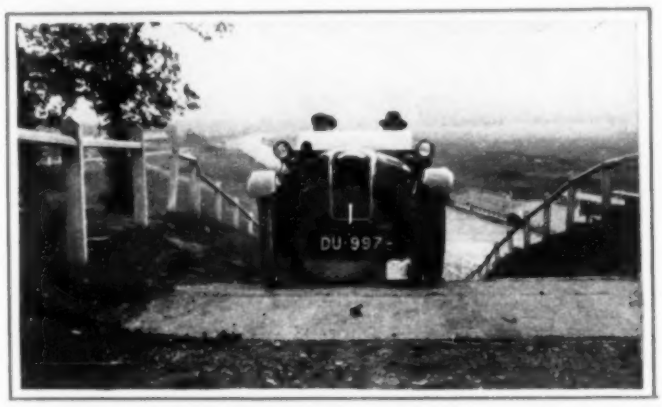
Rover (Stand No. 183). The new six-cylinder Rover car makes its début at Olympia. It is a car of excellent appearance and of obviously first-class construction. Rated by its manufacturers (and the Treasury) at 21-h.p., its engine actually develops considerably more than double its rated power.

The principal features of this chassis are: engine, 75-mm. bore by 130-mm. stroke, with side-by-side valves, silent chain-driven cam-shaft, detachable cylinder head, pump water-circulation (with thermostat), lubrication under pressure to all seven crank-shaft bearings and to big ends. A consumption of more than 20 m.p.g. has been averaged by the experimental cars during their very severe and prolonged road testing.

A four-speed gear-box is fitted with right-hand control; it is a separate unit, with double disc clutch running in oil. The back axle is worm-driven, in accordance with usual Rover practice. Suspension is by half-elliptic springs, and the very efficient "D.N." shock-absorbers, which check rebound by an oil damper, are fitted front and rear. Four-wheel brakes, on the Perrot system, are standardised, the wheels being of steel artillery type, shod with 820-mm. by 120-mm. tyres. The wheel-base of this model is 11 ft. 5 in., the track 4 ft. 8 in., and the ground clearance 7 in. The car, complete with the Weymann saloon body exhibited, weighs only 26 cwt., and, on test, speeds of over 70 m.p.h. have been easily attained.

The "14-h.p. Rover" sounds, perhaps, less familiar than the "12-h.p. Rover," but it is in reality an old friend under a new title. It has been considered advisable to re-rate it at a power more in accordance with its Treasury rating, which has, of course, always been 13.9-h.p. The principal alterations to this firmly established favourite are the introduction of a four-speed gear-box (although three-speed models are listed at £15 reduction), and the fittings of D.N. shock absorbers to all springs. The four-speed models are priced at £485 for the two-three-seater, and £495 for the four-five-seater. A range of enclosed models is also available.

As regards the 8-h.p. Rover, the most outstanding change is in the price, which now becomes £139 for the two-seater, as well as for the "Chummy" model, and £145 for the new type four-seater, which will seat four adults in comfort, and has a 6-in. longer wheel-base.



THE EFFICACY OF AIR-COOLING: AN 8-H.P. ROVER PUT TO A SEVERE TEST AT BROOKLANDS.

Under R.A.C. observation, the 8-h.p. Rover car seen above was driven round Brooklands track for three hours on end at 40 m.p.h., and then made to cover a lap (2¾ miles) "all out" on bottom gear. Immediately following this, it climbed the test hill without the slightest difficulty, demonstrating that the air-cooled car is not prone to loss of power after a gruelling run.

The Renault Models at Olympia include 45 H.P. 6-cylinder, 26.9 6-cylinder, 17.9, 13.9, and 8.3. Here are some Prices:

RENAULT
RENOWNED SINCE '98

See Renaults at OLYMPIA—STAND 219

THE 45 H.P. 6-Cylinder Renault. Price of Chassis with "Servo" Four-Wheel Brakes, and full equipment.

£1,175

THE 13.9 H.P. Renault Four-Seater. Price, ready for road, with Four Wheel Brakes, Self-Starter, and full equipment.

£445

THE 8.3 Renault Two-Seater with dickey, fitted with Self-Starter and Electric Lighting.

£265

The 8.3 h.p. Renault Three-Seater Saloon

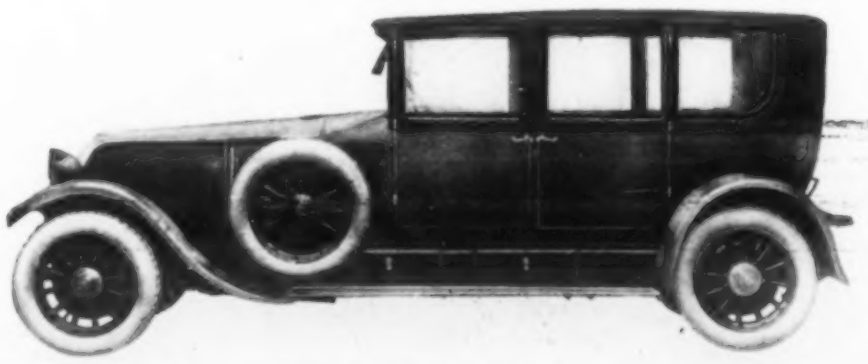
£335

The 8.3 h.p. Renault English Two-Seater Coupé and Dickey

£385

RENAULT LIMITED.
Showrooms: 21, Pall Mall, S.W.1
Telephone: REGENT 974
Head Office & Works:
20, SEAGRAVE ROAD,
WEST BROMPTON, S.W.6.
Telephone: WESTERN 3020-1
PLEASE ADDRESS ALL ENQUIRIES TO HEAD OFFICE.

WE invite you to take this opportunity to compare the leading Renault models with other well-known cars and to see for yourself the points in which Renault Cars excel.



The 45 H.P. 6-Cylinder Renault.

BY APPOINTMENT

STRATTON-INSTONE LTD.

The 1924 models of Daimler and B.S.A. cars, including duplicates of the Olympia Show exhibits, are on view at our Showrooms.

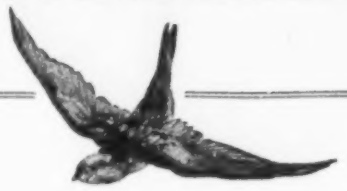
Free delivery anywhere in Great Britain. Write for descriptive catalogue.

STRATTON - INSTONE LTD.,

TELEPHONE REGENT 933

27, PALL MALL
LONDON S.W. 1

TELEGRAMS "STRATSTONE, LONDON"



The BEST Car Value

is not necessarily found in the highest priced vehicles. Visit the SWIFT stand No. 111 at Olympia and satisfy yourself of the quality and equipment offered in the new SWIFT cars at a moderate cost. SWIFT reputation has been built upon the satisfaction of SWIFT users. Choose a SWIFT and be fully satisfied in 1924.

SWIFT

1924 PRICES

The 10 h.p.		The 12 h.p.	
2-Seater, with Dickey or "Chummy" Model	£250	2/3 Seater	£435
2 Coupé Cabriolet	£285	4-Seater	£450

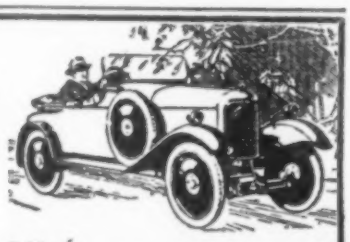
If you cannot visit the Show this year, send us a postcard for Art List of our 1924 cars.

SWIFT OF COVENTRY LTD., COVENTRY

Showrooms at:
132-135, Long Acre, London, W.C.2.
15-17, South King Street, Dublin.

OLYMPIA STAND 111
November 2nd to 10th.

Gamages at Olympia



To prove that Gamage Service still stands unequalled in the Motoring World—for every occasion. A visit to our Holborn Showroons is an education in values—whilst all the newest ideas in Mascots, Cold Weather Comforts, Safety First inspirations and other intimate driving and touring needs are in abundance.

TYRES AND ACCESSORIES, MOTOR CLOTHING AND LIVERIES

Visit us at Stand No. 411. If unable to be in Town for the Show, ask us to send you our very latest Catalogue of everything for Motoring.—Post free on request

"EVER - WARM" RADIATOR LAMP

Placed under bonnet ensures easy starting and eliminates all danger from frost—no need to empty your radiator. Absolutely no danger from petrol or fumes. Burns paraffin and lasts 48 hours at one filling.

Carriage paid **17/6**

THE NEW FOOTMUFFS,

Essential for passengers' comfort in cold weather touring. Beautifully made in either Suede or Grain finished leather, lined lambswool and trimmed leather fringe. Exceptional Value. Carriage paid. Price **47/6**

Brown leather, lined lambswool	42/-
Suede leather, lined lambswool, with high front	42/-
Bedford cord, lined lambswool, with high front	32/6
Other types from	17/9

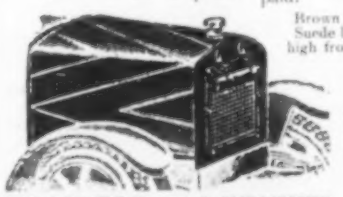
A Staff of Practical Motorists deals with your orders — Shop or Post.

Cold Weather Motoring Specialities.

GAMAGES "EVERLASTING" MOTOR FOOT WARMER.

No Charcoal. No Hot Water. No Fumes. No Handling. Boils like an Egg. Remains Hot for Hours. Nickel Case. Price **47/6**

Also supplied for Carriage, Bed or Muff.



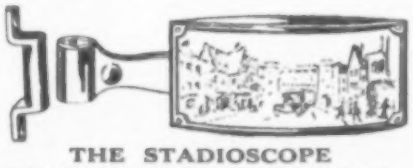
RADIATOR and BONNET COVERS.

Made of strong "Rexine" Cloth, lined thick felt, thus keeping engine warm. Fitted with roll-up front so that cover need not be removed when running.

Radiator Covers only from **17/6** to **27/-**

According to make of car.

Radiator & Bonnet covers from **30/-** to **50/-**



THE STADIOSCOPE

is fitted with an optically curved mirror 6¼ by 3 in. The reflecting capacity of the optical lens is remarkable in its wide range and absence of distortion. Carrying arm is of the well-known Stadium girder design with universal ball adjustment.

No. 600 Brass ... ... } Stadioscope Clip or Plate fitting
No. 601 N.P.
No. 602 Ebony & N.P. } **21/-**

Coupé Attachment as above, 2/6

MASCOTS

Gamages carry the Largest Stock of Novel and Up-to-date Mascots in the Trade.

SPEED NYMPHS
21/- to 63/-

Imp Mascots — potent charms against danger and Police Traps.
21/-

To fit any make of Car. Best Oxydised Silver Finish

THE "SACKVILLE"

Another Livery Style supplied by Gamages that may be inspected at our Stand. The price is **65/9**

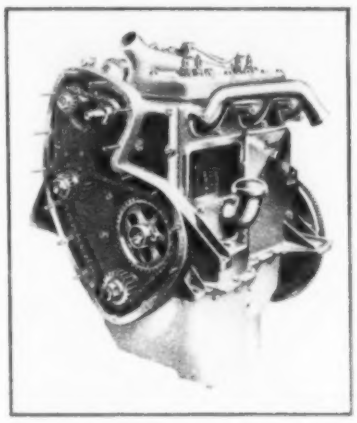
THE "CAVENDISH" MOTOR LIVERY.

Fully maintaining Gamages unique Reputation for high-class Livery Making. The Cavendish is made in Dark Blue, Dark Grey or Dark Green Melton, with full cut skirt; warmly lined; belt at back; Black, Plated or Brass Buttons. Price **75/9**

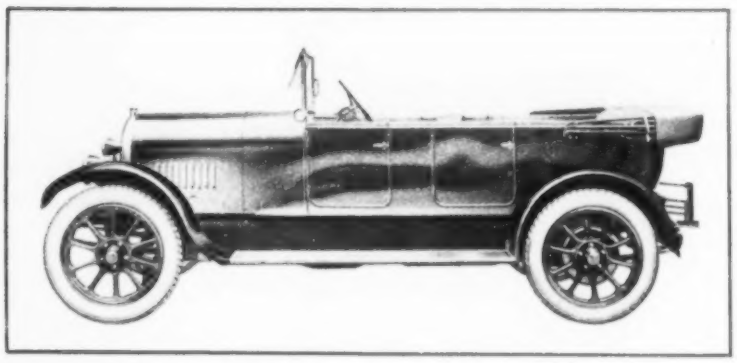
A. W. GAMAGE, LTD., HOLBORN, LONDON, E.C.1.

Rolls-Royce (Stand No. 189). Although one has been accustomed to regard the Rolls-Royce as representing relative perfection in motor-car design and construction, one cannot avoid the reflection that nothing is really perfect when it emerges — how much detail improvement is still possible! Even Rolls-Royce has been much improved during the twelve months which have elapsed since the last Show. It should be remarked, first of all, that the exhibit at Olympia is confined to three examples of the 40-50-h.p. car. The more recently introduced "Twenty" does not figure at Olympia, though various models are displayed at the show-rooms in Conduit Street.

As to the improvements of which I have spoken, these are of real if of somewhat minor interest. To begin with, the battery ignition is now advanced and retarded by means of a centrifugal governor, which obviates the necessity of continually adjusting the ignition lever to obtain the best results. A small additional carburetter is now fitted on the induction pipe, which supplies a specially rich mixture making the self-starter instantly effective, even in the coldest weather. The carburetter throttle is now exhaust-jacketed, resulting in good distribution being obtained in the minimum possible time. This important modification, added to the thermostatic water-control introduced last year, enables the car to run regularly and evenly within a few seconds of starting. Minor refinements of interest, both to owners and to drivers, include the provision of a side filler on the petrol-tank (so that luggage on the grid need not be disturbed), a petrol-level indicator, and the fitting of handles to the bonnet. The appearance of the engine has been still further improved in such matters, for instance, as the enamelling of the cylinders.



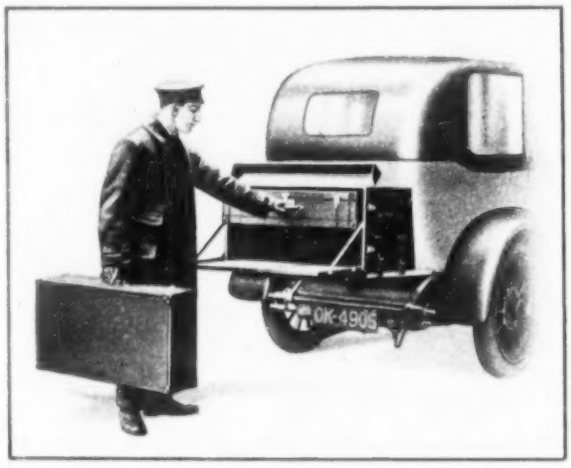
THE BEAN "FOURTEEN" ENGINE: SHOWING THE SILENT CHAIN-DRIVE FOR CAM-SHAFT, FAN AND MAGNETO.



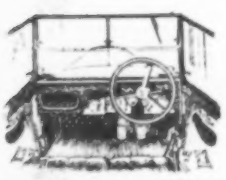
THE BEAN "FOURTEEN": A FIVE-SEATER TOURING CAR.

Vauxhall Motors (Stand No. 177). Vauxhalls are still pinning their faith to the three cars — the "Fourteen-forty," the "Twenty-three-sixty," and the "Thirty-ninety-eight" upon which their high reputation has been built. It is really difficult to say which of the three is the most interesting. That, I think, is a good point, because it indicates that the wide range covered by the three models embraces all the needs of practically every class of motorist. The "Fourteen-forty" makes its principal appeal to those who appreciate a moderate-priced car of high quality. The "Twenty-three-sixty" is in a higher class, with an appeal to those who want power and speed coupled with an ability to carry a body of ample dimensions, one which can be run at a moderate cost in taxation, upkeep, and running charges. The "Thirty-ninety-eight" is, obviously, only for those who are prepared to pay for a car which is the fastest four-cylinder touring car available. This last-named is a most fascinating model. The engine has been vastly improved, and is now of the overhead-valve type, with duralumin connecting-rods and die-cast aluminium piston. It develops no less than 112-h.p., while the power-curve does not begin to drop until a revolution rate of 3600 per minute has been attained. It is interesting to note in this regard that the "Thirty-ninety-eight" Vauxhall is the only car of standardised construction which for some years has been guaranteed by its makers to lap Brooklands at a hundred miles an hour.

The exhibit consists of a two-seater "Fourteen-forty" and a four-seater touring car. There is a "Twenty-three-sixty" limousine, and a five-seater touring-car of the same power. The "Thirty-ninety-eight" is shown as a Vauxhall-Velox four-seater sporting car. The visitor to Olympia will find the Vauxhall exhibit full of interest. It is always that, but this year I think it transcends in interest the show made at previous exhibitions, because of the great improvements manifested in all the Vauxhall models, more particularly in the case of the 30-98-h.p. to which I have referred in slight detail.

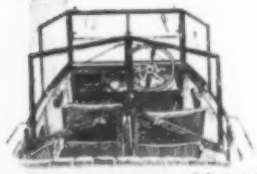


THE BROOKS CHESTED MOTOR-TRUNK: AN IDEAL SOLUTION OF THE LUGGAGE PROBLEM.



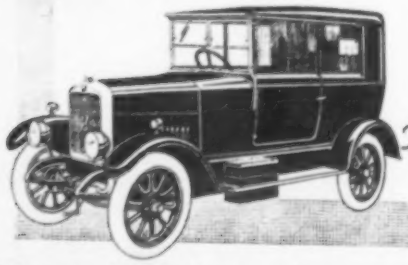
Showing rigid bonnet, controls, pockets and screen wiper.

Method of storing side screens on full sized locker.



Side screens on four seater adjusted as a "V" shaped rain screen.

Dual seat adapted with one revolving movement.



The Car that is different

Hillman

The Guaranteed Car

OPEN OR CLOSED CARRIAGE COMFORT as occasion demands.

The patented Hillman rigid side screens form an all-weather equipment quite unique. When fully closed the Hillman All-weather Car has every appearance of a Saloon, and every comfort. When open, touring conditions are preferred the Hillman has the advantage. *Whatever the weather the Hillman is right.* The 1924 Models have many added improvements both in chassis design and body comfort, and the coachwork is as always distinguished by its quality. At the reduced prices of £550 for the Two-Three Seater and £558 for the Four-Seater the 1924 Hillman represents remarkable value. The famous Hillman Twelve Months Guarantee remains the same.

Catalogues and agent's names from
The HILLMAN MOTOR CO. LTD.
COVENTRY

STAND NO. 101 OLYMPIA NOV. 2-10

The Car that is different

Hillman London Distributer, 143/149, GT. PORTLAND STREET, W.1.

H.P.

DAIMLER & B.S.A.

Landaulettes and Limousines.

	21 hp.	30 hp.	45 hp
CHASSIS	£700	950	1,225
LANDAULETTES	£1,150	1,400	1,675
ENCLOSED „	£1,275	1,525	1,800

Four-wheel brakes on 45 hp. - £50 extra.

Cars for the Owner to Drive.

	14 hp.	16 hp.	20 hp.	25 hp.	35 hp.
CHASSIS	£265	350	550	650	900
OPEN CARS	£385	470	725	825	1,075
SALOONS	£415	500	775	875	1,125

Fitted with Daimler sleeve-valve engines noted for their enduring silence.

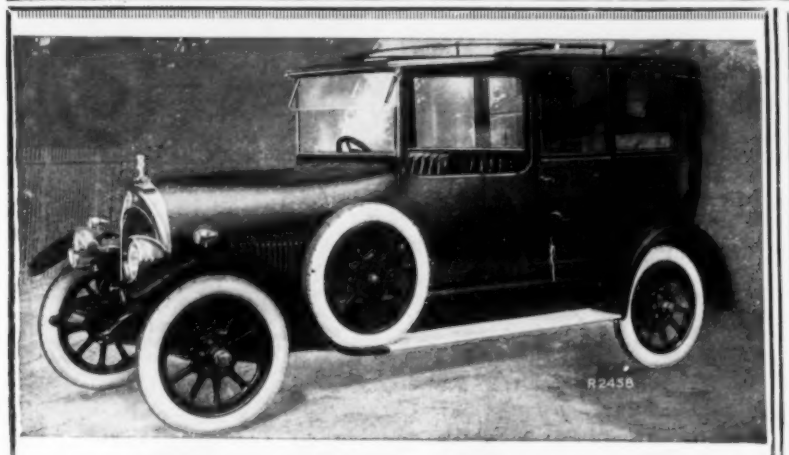
The 16 hp. and higher ratings have 6 cylinders. The 35 hp. has four-wheel brakes. Saloons have four doors.

	10 hp.	14 hp.
TWO-SEATER	£215	£285
SMALL FOUR	£225	£295

Comfortably upholstered and well painted. Equipped with electric starter, speedometer, side screens, spare wheel, etc.

N.B.—Daimler and B.S.A. Cars are especially suitable for lady drivers.

Catalogue of 57 Models from
THE DAIMLER CO., LTD., COVENTRY



Ruston-Hornsby

1924 Prices

The Ruston Sixteen — 5-Seater All-Season Touring Car — **£450**

Chassis £275. Two Seater Touring Model £450
"Revesby" Saloon, 4-5 Seater 2-Door £700 ; 4-Door £730
All-Weather Coupé, 4-5 Seater 2-Door £695 ; 4-Door £715
All-Weather Coupé, 2-Seater Collapsible £635 ; Fixed £655
"Brocklesby" 7-Seater Landaulette £710

The Ruston Sixteen — "DE LUXE" Touring Model — **£475**

The Ruston Twenty — 5-Seater All-Season Touring Car — **£550**

Chassis £460. Two-Seater Touring Model £550
"Revesby" Saloon, 4-5 Seater 2-Door £750 ; 4-Door £770
All-Weather Coupé, 4-5 Seater 2-Door £735 ; 4-Door £750
All-Weather Coupé, 2 Seater Collapsible £675, Fixed £695
"Brocklesby" 7-Seater Landaulette £750
"Yarborough" 7-Seater Saloon Landaulette £850
"Burghley" Limousine Saloon, 4-Door 7-Seater £805

The Ruston Twenty — "DE LUXE" Touring Model — **£575**

STAND 227 OLYMPIA

Call at Stand 227, inspect the latest R.-H. Models, and arrange for a trial run.

Ruston & Hornsby Limited,
MOTOR WORKS — LINCOLN.

LONDON: C. R. Wardman & Co., Ltd., 122, Great Portland Street, W.1
BIRMINGHAM: The Midland Garage, 3-5, Broad Street.
CARDIFF: Howells Garage, Bute's Row, Wharton Street.
MANCHESTER: Bewley & Shepherd, Ltd., 215, Deansgate
LIVERPOOL & DISTRICT: Birkenhead Motor Works, Ltd., Duke Street, Birkenhead.
BOLTON: W. Filling, Great Moor Street.

Patron . . . . . H.M. the King

SEVENTEENTH INTERNATIONAL

MOTOR EXHIBITION OLYMPIA

NOV. 2nd—10th

(Organised by The Society of Motor Manufacturers and Traders, Ltd.)

THE WORLD'S LARGEST DISPLAY
of Private Motor-Cars, together with Carriage Work, Equipment, Tools, Tyres and Accessories.

ADMISSION:

FRIDAYS AND SATURDAYS, 2/6
MONDAY, TUESDAY, WEDNESDAY, THURSDAY, 5/-

Open Daily 10 a.m. to 9 p.m.

OLYMPIA 1923 will be memorable for the introduction of the

BEATONSON "MINOR"

THE OPEN TOURING ALL-WEATHER BODY

THIS entirely new design enables motorists who prefer the open touring body to enjoy all the comforts and advantages of the All-Weather type at but slight additional cost. And, further, it is now possible to construct a 4-door, 6-light, dual purpose body on the smaller type of chassis such as the 11.9 Bean, 11.9 Morris-Cowley, 11 h.p. Standard, etc., and give equal accommodation to that provided in an open touring body. All windows are controlled by window regulators. We invite you to examine this latest Beatonson production, and become acquainted with its many outstanding advantages.

Full particulars are obtainable, and a complete car can be seen at our

STAND 407

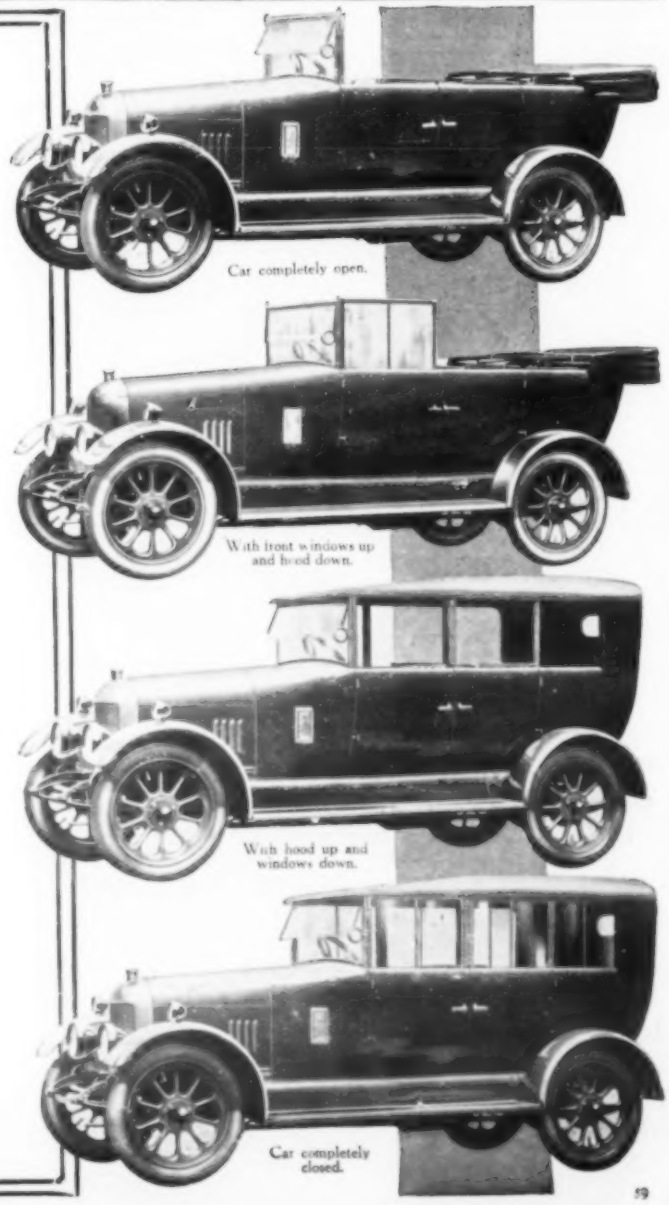
(in the Gallery).

Illustrated specification will be sent on request.

AGENTS FOR TRIPLEX SAFETY GLASS.

G. BEATON & SON (1919) LTD.
St James' Square, Holland Park, London, W.11
(Close to Holland Park Tube Station)
Telephone: Park 6300 (5 lines) Telegrams: "Beatoneen Shepherds London"

Scottish Agents: J. H. Thom & Co., 65/71, Dundee Street, Edinburgh.



Car completely open.

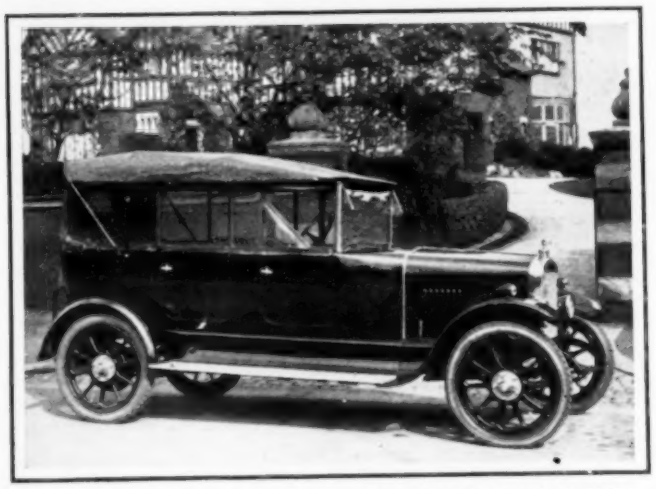
With front windows up and hood down.

With hood up and windows down.

Car completely closed.

Ruston Hornsby (Stand No. 227). The Ruston-Hornsby exhibit includes specimens of two models, the "Sixteen" and the "Twenty." Both of these have been very much improved in detail during the past year, and I make them out to be exceedingly good cars each in its class. I have tried out the "Twenty" on the road, and found it much to my liking, but the "Sixteen" I have not experienced at first hand. Judged on design, it seems to be quite up to the standard set by its larger sister. The "Twenty" is shown as a five-seater touring car and as a limousine-saloon. The "Sixteen" is exhibited as a two-seater with very taking lines, and as an "all-season" touring car to seat five comfortably.

Overland (Stand No. 153). Five separate models of the Overland and Willys-Knight cars are exhibited. This, of course, does not by any means exhaust the range covered by these popular cars, and I am informed that a supplementary exhibition is being held during Show week at the Willys-Overland-Crossley show-rooms in Great Portland Street. The most attractive model shown is the touring car *de-luxe* with British-built body. This is now listed at £295, an actual reduction of £40, while a great deal of extra equipment has been added. This is one of the cars of which one can say with truth that there is nothing more to be spent upon it after it is delivered by the makers, for the equipment is so absolutely complete down to the last detail that it is quite difficult to see what could possibly be added. Among that large class which desires a full-powered car at a very moderate price, the Overland has always exercised a strong appeal, and I imagine that, improved as it has been, it will become even more popular than ever. At any rate, it deserves to be.

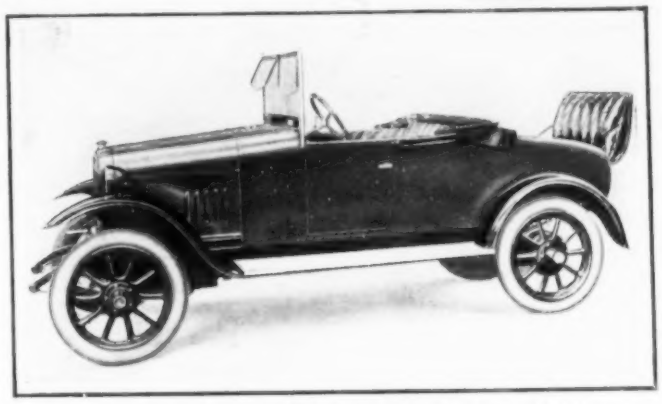


THE 1924 VULCAN FOUR-SEATER TOURING CAR: PRICED AT £345 COMPLETE.

The car is fully enclosed, with metal-framed side-curtains and hood. It seats four adults with comfort, climbs hills with ease, and runs 30 miles on a gallon of petrol.

Dodge Brothers (Stand No. 22). The Dodge Brothers car which is exhibited on this stand bids fair to become one of the most popular of American cars which have a vogue in this country. As I know from road experience, it is what may be described in all justice as a very able car. It has excellent acceleration, is quite fast on the level, and is a wonderful hill-climber. I found that on such rises as Reigate Hill it was possible to slow down to about 10 m.p.h. and then to pick up and accelerate to nearly 30 without changing down from top gear. It is a low-priced car, selling complete with touring equipment at the low figure of £355. Probably the most popular of the Dodge Brothers series will be the coupé, which is priced at £375. Both these cars are shown, as well as a saloon, a sedan, and another car fitted with an English landaulette body, the price of which is £495. I certainly recommend an inspection of what is quite a noteworthy exhibit.

Itala (Stand No. 65). Universally judged to be one of Italy's best cars, the Itala models, of which there are three, are shown here. The most popular of these is the "Fourteen," which has been considerably improved in detail since last year. I know this model well and have tried it out on the road. It is fast, characteristically silent, an exceptional hill-climber, and a wonderfully easy car to drive. In particular, the steering is simply a delight, and one can drive all day and maintain a high average speed without the slightest sense of fatigue. It is essentially a car of refinement, and as such it is not to be classed among the cheap productions. The chassis is priced at £425, and to my way of thinking it is cheap at that, always considering the high reputation of the Itala. A very attractive type is the 14-h.p. taxi landaulette at £675. For those who aspire to something more ambitious, there is the 17-30-h.p. sports model, which has been very successful at Brooklands during the year. I understand that for those whose main desire is the possession of a very fast car, this model can be tuned up to exceed 80 m.p.h. on the road. The Itala stand is one of those which should be placed on the list for inspection of the models thereon displayed.



A 10·5-H.P. CLULEY TWO-SEATER ALL-WEATHER MODEL.

Champion (Stand No. 392). Champion Sparking Plugs, suitable for every grade and type of motor, are displayed on this stand. The Champion has become a standard plug, and a most satisfactory accessory in use. It is not every motorist who takes the trouble to see that he is using the best type of plug in his motor, and those who are in doubt can do no better than enquire at this stand, where I am confident their requirements can be fulfilled.

W. W.

THE MASTERPIECE OF ITALIAN ENGINEERING

ITALA

CARS

When you require a car for fast and comfortable touring, or a luxury carriage for town work, inspection of the ITALA's many interesting features will hasten your decision.

SEE STAND 65
DURING SHOW WEEK

SOLE CONCESSIONNAIRES:

MALCOLM CAMPBELL
Telephone GERRARD 3376 (LONDON) LIMITED
27 ALBEMARLE ST → PICCADILLY. W

Kennington Service.

Willys Knight

OLYMPIA STAND NO 153

THE WILLYS-KNIGHT BRITISH COACH BUILT 4-DOOR SALOON.

IN view of the fact that there are more than 200,000 Willys Knight-Sleeve-Valve Motors in use throughout the world, we are now introducing a complete line of English bodies on this famous Chassis.

One of our exhibits at Olympia, Stand No. 153, will be the 4-door Saloon, which has been specially designed to meet the most exacting taste, both as regards Comfort, Finish, and Fittings. (If required, sliding glass partition can be supplied at an extra charge.) It should be specially noted that there are 4 doors with Anti-rattle Frameless Windows, Sliding Front Seat, 5 Interchangeable Disc Wheels—5th carried on off-side running-board, luggage-carrier, polished mahogany instrument board, with C.A.V. Switchboard, 8-day clock, oil pressure gauge, Ammeter, Speedometer, two inside reading lamps, Ventilator in roof, Armslings, Upholstered in Bedford Cord, with pockets in doors.

MAGNETO IGNITION FITTED AS STANDARD.

Other models can be seen at our Showroom, 151-3, GREAT PORTLAND STREET, W.1.

WILLYS OVERLAND CROSSLEY, LIMITED,
Factory & Sales Dept.: Heaton Chapel, MANCHESTER.
London Showrooms: 151-3, Great Portland Street, W.1.
London Service Depot: 111, Lots Road, Chelsea, S.W.

OTHER MODELS.
British Built All Weather 5-6 Seater Touring Car. £475
5-Seater Sedan, £595
British Coach Built Three-Quarter Landaulette. £625
7-Seater Sedan, £625
British Built 2/3 Seater, with double dickey. Price on application.
Standard Tourer (antique leather, disc wheels English coach painting.) £435

Write for Brochure "L.N."

£ 625 the Works.

THE 23-60 H.P. VAUXHALL 'SALISBURY' LIMOUSINE, £1220
A motor carriage of the best English construction. For chauffeur driving. Seating accommodation for seven persons.

VAUXHALL

Extreme Value in Best-class Cars

A claim that can be verified at Olympia

THAT British manufacturers can build the more expensive kind of car economically is well exemplified in the 23-60 h.p. Vauxhall.

The power development (on which everything else rests) exceeds 60 b.h.p. Its body space, 8 feet 8 inches, is ample for very roomy and solidly constructed closed or open bodies.

Its performance reaches the last degree of refinement. Distinguishing features are vibrationless engine running (secured by the action of the Lanchester harmonic balancer, a British invention); unusual rapidity of getting-away and acceleration; and remarkable top-gear flexibility. Every quality which the most critical driver can desire is provided.

Its price is £695. Comparison will show that for a large, high-powered chassis of the best type this price is extraordinarily low; and it is coupled with a tax of but £23, and a petrol consumption of about 20 m.p.g.

Thus in every way the 23-60 h.p. Vauxhall assures to users of large best-class cars extreme value for money. Nowhere can they buy to better advantage

OLYMPIA (NOV. 2-10) STAND 177

Besides the Vauxhall exhibit, see the Vauxhall cars shown on stands 114, 115, 158 and 175

COMPLETE CAR PRICES

14-40 h.p.	23-60 h.p.	30-98 h.p.
from	from	from
£595	£895	£1220

VAUXHALL MOTORS LIMITED, LUTON, BEDFORDSHIRE
LONDON: 174-182 GREAT PORTLAND STREET, W. 1
Telephone: Museum 8216 (3 lines) Telegrams: Whirling Phone London
London Agents: Shaw & Kilburn Ltd., 20 Conduit St., W.1 (Tel. Mayfair 6210)

Write to Almagam Mills, Harpenden, for a copy of "The Motorists' Handbook" (Edition N). It will be sent to you free.

Almost 1/3rd the cost—and better than a New Tyre

ARM RUBBER PRODUCTIONS

WE GUARANTEE THE NEW ALMAGAM TREAD

we fit to your old covers, either Grooved or Swastika pattern, for 3,000 miles, but the unsolicited testimonials we receive show that a tyre, after it has been retreaded by us, and all defects removed from the casing, is better than a new tyre.

HOW ALMAGAM RETREADING IS DONE

No. 1.—As the tyre arrives at our works. After examination it is stripped of its old tread and all old rubber is buffed off, leaving the casing clean inside and outside.

No. 2.—Sample of a badly made tyre, which we open out and re-build, and make decidedly better than new. The worn and weak places having been found, the casing is then sent to the solutioning department, where it receives many coats of rubber solution.

No. 3.—The casing has now been re-built and strengthened and is in a fit condition to be vulcanised. The tread is made of the same material and fitted in the same way as a new tyre.

No. 4.—The result of the Almagam Process. The tyre with either a pattern, grooved or steel-studded tread is now ready to cover thousands more miles.

ARM HOSE

Our Hose Department is as large and as capable of turning out at least as much hose as any factory in the country. We make hose for every purpose.

RUBMETAL HOSE for conveying oil, petrol, petroleum, acids, alkalies, etc.

HIGH PRESSURE STEAM HOSE.

BREWERS' HOSE specially sweetened for conveying beer, spirit and hot liquors.

GARDEN AND GARAGE HOSE.

OUR RADIATOR HOSE is well known throughout the Motor Trade. We supply this to manufacturers of motor cars, cut exactly to the length that they use in connecting up their Radiators. This saves them waste and trouble of cutting from long lengths. We supply several of the largest motor car manufacturers in this country with these connections.

TESTIMONIALS.

London, E.C.3, 6/6/22.

"I had this hose some 7 or 8 years ago and it is certainly the finest and best wearing that I have ever had, and I must compliment you on such a splendid production.

Yours truly, ———."

Winchester, 23/5/22.

"Mrs. ——— will be obliged if the Almagam Rubber Co. will send her the prices of garden hose. She had one from the Company some years ago which was very satisfactory.

Yours truly, ———."

Write for Illustrated Price List. Special Terms for the Trade.

The original of this Testimonial may be seen by anybody at any time.

Thorverton, Devon,

Sept. 30th, 1923.

"Dear Sir,—I have received your invitation to give your retreads a trial. Possibly you are unaware that I have been a regular client of yours for years, as my covers come to you through the Wessex Garage in Exeter. I think you are very modest in guaranteeing them for 3,000 miles. Some time back I bought my first 30 x 3½ smooth cover from you—this did about 8,000 miles. I then sent it to you for retreading, and it went on for another 7,000 I then sent it again to you, and it now has another 3,000 to its credit. It will shortly make its bow to you again, for I find your retreads usually outlast any other new covers with great ease,

Yours faithfully, ———"

N.B.—The above-mentioned 30 x 3½ tyre is an ARM TYRE, and was manufactured by us. The latest price of this ARM tyre is £3 11s.

When Buying New Tyres

Buy British Tyres—they are the Best

and

ARM TYRES are the Best British Tyres

Send Tyres for Retreading to

ALMAGAM MILLS, HARPENDEN

and put your burst or punctured tubes inside the tyres—we can repair them for you.

ASSOCIATED RUBBER MANUFACTURERS LIMITED.

Depots: 172 Great Portland Street, LONDON, W.1. 'Phone: Gerrard 5423/4 — 100 Victoria Street, BRISTOL. Bristol 2536. — 38 Grey Street, NEWCASTLE. Central 966.

Manufacturers of all kinds of Mechanical Rubber Goods.